

# IIUM Optometry Clinic Patient's Satisfaction Survey

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## ABSTRACT

**Background:** Understanding patient or client satisfaction and their experience with medical care is pivotal for healthcare providers. Since its establishment in 2006, the IIUM Optometry Clinic has provided various specialized eye care services. Consequently, like other healthcare facilities, gaining insights into the clients' experiences is invaluable for continuous improvement. While clinic authorities have developed paper surveys, there has not been a dedicated study conducted at our clinic that analyses factors affecting the patients' satisfaction levels. This research intends to analyse and assess patient satisfaction with the healthcare services offered by the IIUM Optometry Clinic, focusing on identifying key factors influencing the satisfaction level. This study also aims to identify the clinic's strengths and overcome its weaknesses by proposing strategies to increase IIUM Optometry Clinic's standard of care. **Methods:** 164 respondents participated in this study, providing feedback on the clinic's performance through the existing client satisfaction survey forms distributed by examiners after each eye checkup session. Elements rated include the appointment set up, waiting time, quality of services, variety of services available, service by the clinic staff, clinic facilities, service charges, and ambiance. **Results:** 96% of the patients expressed satisfaction with the quality of services provided by the excellent staff of IIUM Optometry Clinic. **Conclusion:** Our results suggest that patients' satisfaction levels are mostly affected by the quality of services and the excellence of the staff. Client feedback also highlighted recommendations for improving the clinic, including maintenance of the machines and expansion of the network infrastructure.

## Keywords:

patient satisfaction; optometry clinic; eyecare services; service quality

## INTRODUCTION

Established in 2006, the IIUM Optometry Clinic has been dedicated to providing a diverse array of specialised eye care services in Kuantan. The services offered include primary optometry and further specialised clinics such as contact lens fitting and care, binocular vision and paediatric. Other services available are colour vision and low vision management. Being the only Optometry school on the East Coast of Malaysia Peninsular that provides such eyecare services with advanced optical instruments, it attracts the surrounding community and potentially benefits them.

After almost 20 years of providing various eyecare services, it is important to measure the satisfaction of the clients or in our setting, the patients. Various methodologies exist for gathering customer feedback, ranging from innovative approaches like photovoice and in-depth interviews to traditional methods such as focus groups and paper surveys.

Among these, paper surveys stand out as the preferred method in healthcare facilities for their easy administration. They are often distributed during post-services to promptly capture patient perspectives on the quality of treatment received (De Silva, 2013).

Feedback from the services provided is important for continuous improvement and as a check and balance, especially after a long period. A tertiary hospital providing eyecare services in India assessed their patient satisfaction in a 9-month study (Sudhan et al., 2011). A standardised close-end questionnaire was answered by 320 patients, who responded on waiting time, facilities, treatment, the staff's attitude, and willingness to come again. The results showed that 97% of respondents were satisfied with the services received and were committed to using the clinic's services for the rest of their lives. It is believed that a satisfied customer will help attract others (Sudhan et al., 2011).

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In another similar tertiary eyecare service located centrally in Malaysia Peninsular, UiTM Puncak Alam's Vision Care Clinic conducted a 3-month cross-sectional study to evaluate patients' satisfaction regarding eye examinations performed by clinical optometry students. A 30-question survey is divided into three sections: patient's demographics, treatment received and overall experience. They found that 96% of patients expressed satisfaction due to the excellent care provided during examinations and student-patient consultations. This study concluded that strong interpersonal skills contribute to improved compliance and positive outcomes in any examination (Zainodin and Mohd Nor Azmi, 2019).

At the nearby location, a patient satisfaction survey was conducted by the IIUM Family Health Clinic (FHC), Kuantan using Patient Satisfaction Questionnaire 18 (PSQ-18). Their investigation primarily assessed interpersonal manners, treatment duration, and service charges. The findings indicated an overall satisfaction score of 78.6%, with the highest satisfaction in interpersonal interactions (Mohammad et al., 2021). However, some patients expressed dissatisfaction with the duration of treatment at the family health clinic.

Apart from the state-of-the-art facilities that the IIUM Optometry Clinic offers, we lack information on how satisfied the patients are with the services received. Therefore, this study aims to identify patient satisfaction with the services provided by the IIUM Optometry Clinic. This would be an important measure of the Clinic's performance, enhancing the services to stay relevant within this locality continuously.

## **MATERIALS AND METHODS**

This descriptive cross-sectional study applied a quantitative research method. Patients attending the IIUM Optometry Clinic were selected as the study population. A paper survey was conducted to collect the responses. A total of 164 respondents' feedback was collected from Semester 1 2023/2024 and Semester 2 2023/2024 clinic sessions between October 2023 and April 2024. This study has been approved by the IIUM Research Ethics Committee (IREC) (approval number: IREC 2023-KAHS/DOVS16).

All new patients who consented to participate in the study were included as survey respondents. For minors, defined as patients below 18 years old, the survey was answered by their guardians. For follow-up cases, the survey was given for the annual follow-ups per the guidelines for services evaluation produced in association with the National Health Services (NHS) United Kingdom. De Silva

(2013) noted that it is uncommon to survey patients repeatedly unless they receive continuous treatment. Therefore, only patients returning for follow-up cases from one year onwards were given the survey form.

The study employed a pre-existing clinic survey form to evaluate the factors influencing patient satisfaction. The questionnaires were revised and validated internally by the clinic administrators via group discussion. It was structured into multiple categories to comprehensively assess various aspects: scheduling appointments, waiting times, quality of services, variety of services available, service by the clinic staff, clinical facilities, service charges, and ambiance.

## **Data Collection Process**

During every clinical session, the examiners attending to their patients collected all the clinic's forms together with the additional survey form. The researcher and clinic administrators consistently reminded the examiners to distribute the survey form to their patients at the end of the clinical session with the respective patients attended.

Once the patient was seated in the examination room, the examiner requested them to complete the form of their details as part of the usual clinic routine. On that page, the patient was also asked for consent that the data collected could be used anonymously for academic and research purposes. This step will determine the patient's eligibility for inclusion in the study. As all the examinations are completed, the patient is briefed about the survey. The examiner informed the patient that this survey is crucial for improving the clinical services at the IIUM Optometry Clinic in the future. The survey was given only when the patient agreed to answer it. Data from the questionnaires were gathered weekly every Friday in Microsoft Excel (2013) and subsequently analysed using the Statistical Package for Social Science Software (SPSS) (version 20.0 for Windows, SPSS, Inc., Chicago, IL, USA).

## **RESULTS**

### **Demographic characteristics of patients and details of services received**

Surveys were distributed after each clinic session over two semesters, from October 2023 to April 2024. A total of 164 respondents, consisting of 125 females and 39 males, completed the questionnaire, and their demographic data, as well as the services they received, were documented. Most of the patients were university students aged 18 to 24 years old, primarily receiving services from the Primary Optometry Clinic (POC). Table 1 provides a summary of the

**Table 1:** Summary of patients' demographic data and services received

	Frequency	Percentage (%)
<b>Gender</b>		
Male	39	23.8
Female	125	76.2
<b>Occupation</b>		
IIUM Staff	4	2.4
University student	104	63.4
Public staff	27	16.5
School student	29	17.7
<b>Age</b>		
Less than 18	30	18.3
18 to 24	103	62.8
25 to 54	20	12.2
More than 55	11	6.7
<b>Services*</b>		
POC	126	77
CL	25	15
BV	6	4
PAEDS	6	4
CV	1	1

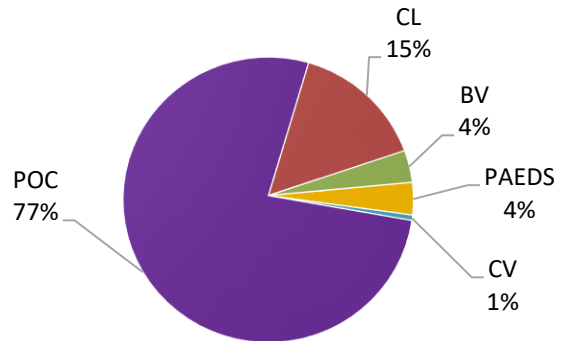
patient's gender, occupation, age, and the services they received. Furthermore, the percentage distribution of the services received is illustrated in the pie chart shown in Figure 1.

\*POC: Primary Optometry Clinic, CL: Contact Lens Clinic, BV: Binocular Vision Clinic, Paeds: Paediatric Clinic, CV: Colour Vision Clinic

University students (63.4%) are frequent clients of IIUM Optometry Clinic, drawn to its status as a teaching institution where optometry students often invite their peers or post advertisements through social media (e.g., residential college groups, associations, and friends group chat) for complimentary eye checkups. School students (17.7%) aged less than 18 years old also frequently attend the optometry clinic, especially to receive treatment from the pediatrics and binocular vision clinics. Public staff make up another significant group of clients, whereas IIUM staff were the least frequent clients, with 16.5% and 2.4%, respectively.

The Primary Optometry Clinic (POC) was the most sought-after service, followed by contact lens consultations with 77% and 15% respectively. These can be due to the increasing interest in the community in getting eye checkups and the popular demand for contact lenses. Binocular vision (BV) and pediatrics (PAEDS) clinics together account for 4% of the total visits. Interestingly, only one case of colour vision (CV) was recorded throughout the semesters. The low number of respondents for specialized clinics (Pediatrics and Binocular Vision) may be caused by improper preparation or poor time allocation by the examiners. In addition, most

of the time the patients are restless younger kids and the parents/ guardians are unable to stay and respond to the survey upon completing their clinic's session.



**Figure 1:** Distribution of services attended

### Patient satisfaction ratings

There were eight factors assessed by the patients in the survey; appointment setup; waiting time; quality of services; variety of services available; service by clinic staff; clinic facilities; service charges; and ambience. Most of the respondents rated it as either good or excellent. The detailed ratings for these factors are provided in Table 2, highlighting the overall positive feedback received from the patients.

## DISCUSSION

### Key Factors Affecting Patients' Satisfaction with IIUM Optometry Clinic's Services

Our findings showed that patients' satisfaction at the IIUM Optometry Clinic was predominantly influenced by the quality of service received and the excellence of the examiners in conducting eye care examinations, which included both Optometry students and staff as there was no demarcation made. Interestingly, service charges were the lowest-rated aspect in the questionnaire, with a satisfaction rate of 90.2%. Despite this, the data indicates that the clinic excels in both service quality and the performance of the clinic's personnel. Patients consistently reported high levels of satisfaction with the care provided, highlighting the clinic's dedication to excellence. The positive feedback concerning professionalism and the quality of services underscores the clinic's success in delivering superior patient-centred care. This strong performance in key areas demonstrates the clinic's ability to meet and exceed patient expectations, fostering a high level of trust and satisfaction among its clients.

### Feedback And Strategies Proposed in Improving the Clinic's Quality of Services

Among the surveys collected, several patients offered valuable feedback for enhancing the clinic's services. This feedback highlighted specific areas where the IIUM Optometry Clinic can improve, particularly in expanding its network infrastructure and maintaining equipment. Patients claimed that they need a broad internet connection while in the clinic as it can provide smooth and fast cashless transactions for billing. This is also applicable during specialisation clinics (BV and PAEDS) when sometimes an app needs to be installed on mobile devices for vision therapy purposes. In addition, some patients recommended maintenance machines and clinical equipment such as fixing non-adjustable patient chairs. While patients generally appreciate the quality of care and the professionalism of the staff, some suggest that improving the clinic's technological capabilities and ensuring regular maintenance of equipment would significantly enhance their overall experience. Addressing these recommendations will not only help in elevating the overall service quality but also ensure that the clinic remains a reliable and advanced provider of optometric care.

## CONCLUSION

The study revealed that patients' satisfaction with the IIUM Optometry Clinic is primarily influenced by the quality of service and excellent service provided by the personnel. Our client also suggested improvements such as equipment maintenance and expanding the clinic's network infrastructure. These findings have the potential to foster continuous enhancement of the clinic's performance and services, promoting a more patient-centred approach to care. The research provided valuable insights into patients' perceptions of the clinic's performance. Furthermore, it contributed to raising the clinic's standard of care by identifying areas of strength to maintain and weaknesses to address effectively. Additionally, enhancing patient satisfaction can positively impact the clinic's financial performance, as satisfied patients are more likely to adhere to treatment recommendations and recommend the IIUM Optometry Clinic to their families and acquaintances.

**Table 2:** Eight factors rated by the patients

	Frequency	Percentage (%)
<b>Appointment setup</b>		
Good	13	7.9
Excellent	151	92.1
<b>Waiting time</b>		
Good	10	6.1
Excellent	154	93.9
<b>Quality of services</b>		
Good	7	4.3
Excellent	157	95.7
<b>Variety of services available</b>		
Good	12	7.3
Excellent	152	92.7
<b>Service by the clinic staffs</b>		
Good	9	5.5
Excellent	155	94.5
<b>Clinic facilities</b>		
Good	10	6.1
Excellent	154	93.9
<b>Service charges</b>		
Good	16	9.8
Excellent	148	90.2
<b>Ambience</b>		
Good	11	6.7
Excellent	153	93.3

Addressing this issue is essential for accurately assessing patient satisfaction at the IIUM Optometry Clinic. If the recommendations are not taken seriously and the problem is not resolved, the clinic may continue to repeat mistakes and fail to operate efficiently. This lack of understanding of patient preferences can result in financial losses and an inability to meet patient expectations. Consequently, both the clinic and the optometry department could face significant repercussions. Therefore, resolving this issue is of utmost importance for enhancing overall clinic performance and patient care outcomes. By doing so, the clinic can ensure a higher level of service, avoid financial pitfalls, and better fulfil the needs and expectations of its patients, thereby securing a more successful and sustainable future for both the clinic and the department.

The research findings have provided essential insights that could lead to the development of new perspectives and objectives focused on enhancing community eye healthcare. The potential applications of these findings are substantial, especially for clinical settings such as the IIUM Optometry Clinic, where they can be implemented to improve patient care and better meet patient expectations. For the Ummah, this study has proven to be a valuable resource for clinical facilities striving to deliver optimal patient care and support the needs of the community. By integrating these findings into practice, clinics can ensure they are providing the highest level of service and care to their patients, ultimately benefiting the wider community.

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8. Rate your satisfaction with the scale provided.  
*Nilaiikan tahap kepuasan anda mengikut skala berikut.*

<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>
<b>Excellent</b> <i>Cemerlang</i>	<b>Good</b> <i>Baik</i>	<b>Satisfactory</b> <i>Memuaskan</i>	<b>Unsatisfactory</b> <i>Tidak memuaskan</i>

No.	Matters/ <i>Perkara</i>	1	2	3	4
1	Setting your appointment. <i>Penetapan tarikh temujanji.</i>				
2	Waiting time. <i>Masa menunggu.</i>				
3	Quality of services. <i>Kualiti perkhidmatan.</i>				
4	Variety of services available. <i>Kepelbagaian perkhidmatan yang disediakan.</i>				
5	Service by the clinic staff. <i>Layanan daripada staf klinik.</i>				
6	Clinic facilities. <i>Kemudahan klinik.</i>				
7	Service charges. <i>Caj perkhidmatan.</i>				
8	Ambience. <i>Suasana persekitaran.</i>				

9. Additional feedback/ *Komen atau cadangan penambahbaikan.*

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**Thank you for your feedback. Terima kasih atas maklum balas anda.**

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