Patient satisfaction with Service at PBF Memorial Clinic in Lalibela, Ethiopia

By

Getachew Sale

Board chairman of PBF Memorial Clinic

The assessment was done for the clinic's further performance improvement and to ensure that patients receive high-quality care and service

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I. Abstract

Background: Patient satisfaction is a key metric for determining how efficiently healthcare is delivered. When patients visit health care facilities, they express a clear desire for high-quality services. Inadequately meeting their anticipated needs and expectations may lead to disappointment. This study sought to investigate the level of satisfaction expressed by participants regarding services provided by outpatient departments of PBF Memorial Clinic in Lalibela Ethiopia.

Objectives: To assess the level of patient satisfaction with the health care services of PBF Memorial Clinic in Lalibela, Ethiopia.

Methods: This survey was conducted among 35 patients visiting PBF Memorial Clinic from August 01 to September 30, 2025. Data were collected by health professionals who worked in the clinic after getting training. An interviewer administered semi-structured patient/client satisfaction surveys to conduct this survey.

Result and conclusion : The overall patient satisfaction with service at PBF Memorial Clinic in Lalibela, Ethiopia, revealed that 99.1% of patients were satisfied with our service. Clients were surprised with the given service and the cleanness of the building. However, patients expressed dissatisfaction with the absence of entertainment facilities like a cafeteria and essential medical equipment such as X-ray and CT scan machines in the new clinic. These shortcomings may lead to compromised service quality and force patients to seek care elsewhere. Since the clinic is not a hospital, it is unable to provide admitted patients, which makes it difficult to draw in patients who need full medical care. Clients highlighted the need for more space for future hospital expansions and entertainment options, stemming from current spatial constraints.

Clients emphasized the importance of collaboration with stakeholders for the clinic's success, including strategic planning and teamwork. This survey provides a roadmap for future healthcare provision and a personal decision on the service approach to meet client needs.

Keywords: Ethiopia, Lalibela, Patient Satisfaction, PBF Memorial Clinic.

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1. Introduction

1.1 Background

Patient satisfaction refers to their belief and an expression of attitude about the health care service they received. It depends on a number of components including expectations, service consumption experience, and experience-based emotional or cognitive response after consumption and choice. Hence it is a subjective evaluation of the patients' cognitive and emotional reactions resulting from the interaction between their expectations and perception of actual care received (1).

Globally, patient satisfaction is a crucial indicator of healthcare quality and has become increasingly important in evaluating and improving healthcare services. According to health services researchers report, patients who satisfied were more likely to comply with treatment, keep follow-up appointments, and use health services. Patient satisfaction has become an important indicator of the quality of care provided by health care facilities. It is an essential component of convenient patient-centered care and plays a significant role in the health care delivery system (2, 3).

The Ethiopian healthcare delivery system is structured into three levels to improve the quality and accessibility of healthcare services across the country (4, 5). At the primary level, health posts, health centers, and primary hospitals serve as the first points of contact for most patients, providing basic curative and preventive services. The secondary level consists of general hospitals that offer more specialized care and serve as referral centers for primary facilities. The tertiary level, comprising specialized and teaching hospitals, provides the most advanced care and supports medical research and education.

While numerous studies have explored patient satisfaction at the secondary and tertiary healthcare levels (6, 7, 8), there is a notable gap of research specifically examining patient satisfaction with healthcare services at health centers. Long wait time during registration, doctor visits after registration, examination room privacy, laboratory procedures and doctor revisiting for evaluation with laboratory results, failure to obtain prescribed drugs and supplies from hospital pharmacies, and insufficient information were all observed problems in studies carried in Out Patient Departments (OPD) of various hospitals in Ethiopia (9, 10).

As the quality of healthcare rises, so does the demand for health services. To achieve high quality, the World Health Organization (WHO) now proposes a "people-centered" approach to health care,

in which the patient is treated as a whole person with multiple needs, rather than just a disease condition to be managed. Patients' satisfaction with the services they receive is one way to quantify health-care quality (11). The modern patient is more informed and educated, has greater access to information, and has higher expectations of the health-care system. As a result, it is now more important than ever to address service delivery problems in this context (12). A patient with positive attitudes has a better chance of achieving positive results. Negative patient attitudes and disappointment with health-care services lead to low compliance and, in extreme cases, patients resort to negative word-of-mouth, discouraging others from seeking health-care services from the system (13).

Although studies on patient satisfaction have been conducted in Ethiopia, they have primarily focused on government hospitals and urban settings. This gap in the literature is significant, as health centers and private clinics form a crucial component of the primary care system and serve as the first point of contact for many patients. Understanding patient satisfaction at this level is essential for improving overall healthcare quality and accessibility, yet it remains an understudied area. Thus, this study therefore investigated the level of patient-satisfaction among clients in PBF memorial clinic in Lalibela, Ethiopia.

1.2 Objective of the study

The main objective of this survey was to assess the level of patient satisfaction with the health care services of PBF Memorial Clinic in Lalibela, Ethiopia

2. Methods and materials

2.1 Study design and setting

A cross-sectional study was conducted among outpatient department customers at PBF Memorial Medium clinic from August 01 to September, 30 2025. Lalibela is found in North Wollo zone 300 km away from Bahir Dar town which is the capital city of the region and 701 km from Addis Ababa. The town has a total population size of 42,975 people of which 21,057 males (Lalibela town health office report 2021). Lalibela has directly neighborhood with other rural woredas Lasta, Bugna, Meket, Angot, Gidan, and Gazgibla. The town has 1 general hospital, five medium clinic one health center and 6 health posts.

The PBF memorial medium clinic is established January 7/2025. It has greatly supported the health sector of Lalibela and surrounding districts by reaching the poor people for cataract surgery campaigns and other basic health care services. The clinic is now clean, safe, comfortable, local access network health facility which is the first health institute in the region.

2.2 Source and study population

All patients who visited the outpatient departments of the PBF Memorial Clinic were considered the source population, and all patients who visited the outpatient departments of the PBF Memorial Clinic during the study period were the study population. About 35 patients were included in the study.

2.3 Study variables

The study's dependent variable was level of patient-satisfaction. The independent variables were socio-demographic characteristics (age, sex), and service-related characteristics.

2.4 Operational definitions

Patient waiting time: The time between receiving service at the next outpatient station and departing from the previous outpatient station.

Patient satisfaction: Patients' perceived needs and expectations in relation to factors such as the health care provider and amenities are met. Excellent, very good, good, fair, and poor were the five Likert scale questions in the tool. It was divided into two categories: good, very good and excellent clients were considered satisfied, while poor and fair clients were considered unsatisfied.

2.5 Data collection tools and procedures

Patient/Client satisfaction surveys are the integral part of Quality Improvement program at facility level. It gives the valuable information about patient perception and experience about the quality services, which of course will guide service providers to further improve the processes and service delivery. Apart from taking patient feedback a patient satisfaction improvement program includes analyzing feedback given by patients, root cause analysis to identify the causes of low satisfaction, preparing action plan and taking corrective actions to complete the continual improvement cycle (Plan-Do-Check -Act) (*14*).

Data collection was conducted by using a structured interviewer administered questionnaire. Data collectors were 2 diploma nurses. Patients' socio-demographic data and their level of satisfaction with health services were collected from each study participants. Participants were interviewed at the exit of the clinic.

2.6 Data quality management and analysis

The questionnaires were first prepared in English and then translated to local language /Amharic/. Data collectors were trained on data collection procedures before the beginning of data collection. After checking for completeness and consistency, the data were entered and analyzed by SPSS version 25 software for advanced analysis. Descriptive statistical procedures were employed.

2.7 Ethical consideration

Ethical clearance was obtained from the Board of PBF memorial Clinic. After explaining the objective of the study, informed consent was obtained from the study participants to confirm their willingness for participation. The respondents were notified that they have the right to withdraw at any moment of the interview. Their confidentiality and safety were secured and all the procedures were conducted according to the Helsinki Declaration.

3. Results and discussions

3.1 Socio-demographic characteristics

A total of 35 patients and caretakers were included in the survey, which gave a 100% response rate. The mean (± SD) age of the study participants was 37.32 (±13.40) years, and 36.9% of the pregnant women were in the age range of 25-29 years old. Among the total study participants, the majority (51.4%) of clients were female (**Table 1**).

Table 1: Socio-demographics of clients attending for the health care services at PBF Memorial Clinic in Lalibela, Ethiopia, 2025

Variables	Category	Frequency	Percent
Age	18-29	10	32.2
	29-49	18	58.1
	≥50	3	9.7
Sex	Male	14	40.0
	Female	18	51.4

3.2 Patients satisfaction related characteristics

Although the majority of the clients got a service immediately, 11.4% of clients waited for 30 minutes waiting for the registration counter after taking registral card. In addition, 2.9% wait for 10-30 minutes, 11.4% wait for 5 to 10 minutes, and 20% within five minutes. This might have occurred due to the delay while the staff was shifting and waiting for OPD-appointed doctors. Furthermore, clients might be waiting until the registral staff asks about the availability of laboratory tests, drugs, and other services before proceeding.

This implies there should be more attention for patients who are waiting for longer periods of time to ensure they are receiving timely and efficient service. Additionally, implementing a system to streamline the registration process and reduce wait times could greatly improve overall patient satisfaction.

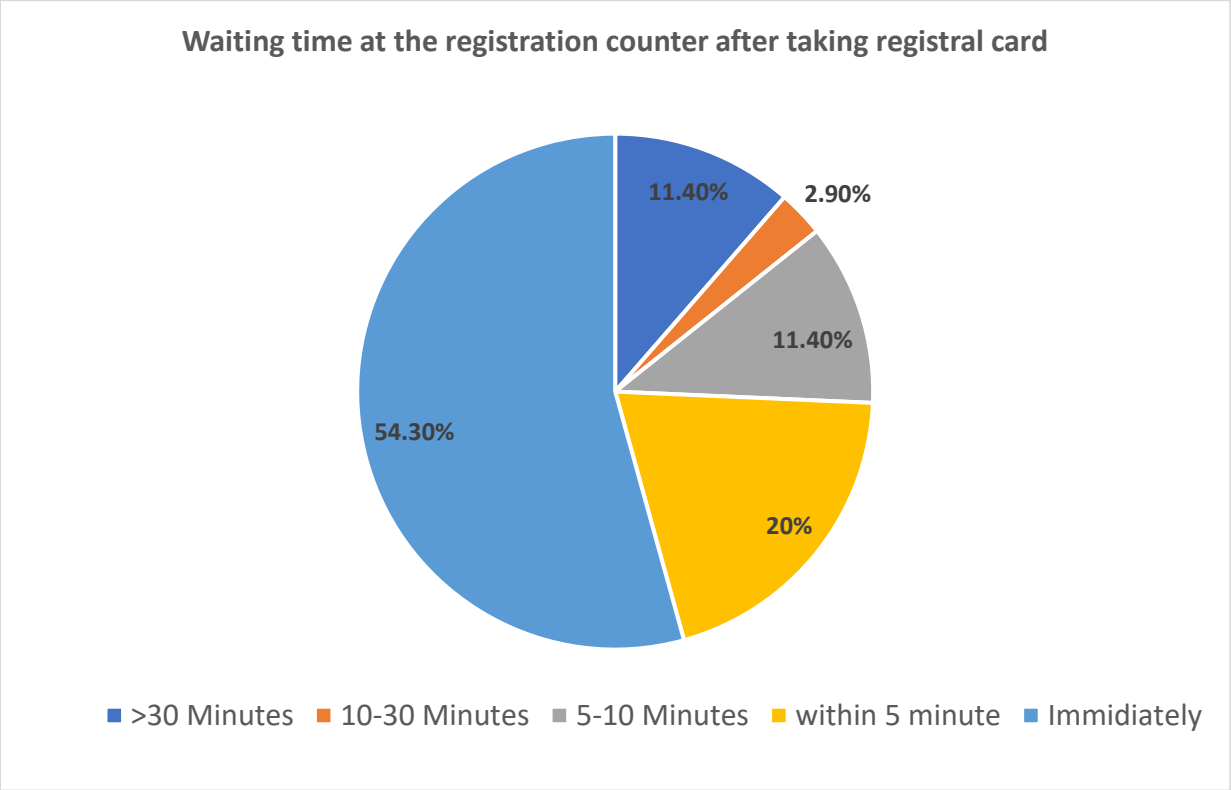

Figure 1 : Waiting time at the registration counter after taking card at PBF Memorial Clinic, Lalibela, Ethiopia, 2025

All patients were satisfied with availability of sufficient information in clinic like directional & location signages, registration counter, laboratory, dispensary, etc. In addition, clients were fully satisfied with the behaviors and attitude of doctors and clinic staff. More than 90% of the clients were satisfied with amenities in waiting area (chairs, fans, drinking water and cleanliness of bathrooms & toilets). Similarly, more than 90% of clients was satisfied with the promptness at Medicine distribution counter and availability of prescribed drugs at the clinic dispensary

Nearly one fifth clients were complained with not having cafeteria and other fans. About 15% of the clients were complained with the shortage of time spent on consulting, examination and counselling.

Clients were dissatisfied with not having entertainment like a cafeteria; not having **X-ray patients and CT scan machines** is disappointing after constructing such an amazing, clean, and neat building. It is important for a healthcare facility to have all necessary equipment in order to provide

comprehensive care for patients. Without these essential machines, the quality of service may be compromised, and patients may need to seek treatment elsewhere.

The clinic not being promoted to the hospital makes it limited to not serving admitted patients, which can be a significant drawback for those in need of more intensive care. Additionally, the clinic may struggle to attract patients seeking comprehensive medical services that require hospitalization. Clients **were attentively focusing on the expansion of enough space** for the future hospital and having enough space for **entertainments like a cafeteria**, which is all due to **lack of space**, as mentioned.

3.3 Overall patient satisfaction level

The overall patient satisfaction with service at PBF Memorial Clinic in Lalibela, Ethiopia, revealed that 99.1% of patients were satisfied with our service. Among them, 72% of clients were highly satisfied with our 5-point score on the Likert scale.

Furthermore, clients were also strongly advised to work with other stakeholders in order to further promote the clinic and maintain infrastructure, such as the roads leading to it, hire more staff, and fulfill other medical equipment needs. These were qualitatively recorded client suggestions. Overall, clients emphasized the importance of strategic planning and collaboration to ensure the clinic's success and growth. By addressing these concerns, the clinic can better meet the needs of its patients and establish itself as a reliable healthcare provider in the community.

4. Conclusion

The current survey shows that patients visiting PBF Memorial Clinic in Lalibela, Ethiopia, were satisfied with the availability of sufficient information in the clinic, like directional & location signage, the registration counter, the laboratory and the dispensary, the attitude of clinic staff, convenient of amenities in the waiting area (chairs, fans, drinking water, and cleanliness of bathrooms & toilets), the promptness at the medicine distribution counter, and the availability of prescribed drugs at the clinic dispensary.

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14. PATIENT SATISFACTION FORMS & STEPS FOR ITS IMPLEMENTATION: https://nhsrcindia.org/sites/default/files/Patient%20satisfaction%20survey%20format.pdf: Accessed on July 20th, 2025

Appendix: English and Amharic version of study tools

Patient Satisfaction Forms & Steps for Its Implementation
OPD Patient Feedback

Dear Client, you have spent your valuable time in the clinic in connection with your / relative's/ friend's treatment. You are requested to share your opinion about the quality of services, which you experienced, while visiting the hospital. The information provided by you would be kept confidential and would only be used for improving the services.

Date ..... Age..... Sex.....

Please tick the appropriate box and drop the questionnaire in the Suggestion box

No	No Attributes	Poor 1	Fair 2	Good 3	Very Good 4	Excellent 5
1.	Availability of sufficient information in clinic (Directional & location signages, Registration counter, Laboratory, Radiology Department, Dispensary, etc)					
2.	Waiting time at the registration counter	>30	10_30	5_10	Within 5 mins	Immediate
3.	Behavior and attitude of Clinic Staff					
4.	Amenities in waiting area (chairs, fans, drinking water and cleanliness of bathrooms & toilets)					
5.	Attitude & communication of doctors					
6.	Time spent on consulting, examination and counselling					
7.	Availability of Lab and radiology investigation facilities within the Clinic					
8.	Promptness at Medicine distribution counter					
9.	Availability of prescribed drugs at the Clinic dispensary					
10	Your overall satisfaction during the visit to the Clinic					

1. What improvement would you like to see in the hospital?

   ……..

2. Would you like to return to this hospital next time for treatment?

……

3. Any other valuable suggestions

   …….

Thanks for your time!!!

የደንበኞች የአገልግሎት እርካታ መለኪያ መጠይቅ

ዉድ ደንበኞቻችን:_

ወደ ክሊኒካችን ለህክምና በምትመጡበት ጊዜ ስላጋጠማችሁ አገልግሎቶች ጥራት እና ጉድለት ያላችሁን አስተያየት እንድታካፍሉ ተጠይቃችኋል። የምታቀርቡት መረጃ በምሥጢር የሚቀመጥ ከመሆኑም በላይ አገልግሎቱን ለማሻሻል ብቻ ያገለግላል።

ቀን..... እድሜ..... ጾታ.....

.እባክዎን ለጥያቄው ተስማሚ ነው ብለው የሚያስቡትን መልስ በአስተያየት ሣጥኑ ውስጥ **v** ምልክት ያስቀምጡ።

ተ.ቁ	ጥያቄዎች	ደካማ ነው (1)	ዉስን ነው (2)	ጥሩ ነው (3)	በጣም ጥሩ ነው (4)	እጂግ በጣም ጥሩ ነው (5)
1.	ክሊኒኩ የሚሰጣቸውን አገልግሎቶች በተመለከት የተማላ መረጃ ማግኘት (ስለ ላብራቶሪ፣ ፋርማሲ እና ሌሎች ክፍሎች እና አገልግሎቶች መገኛ እና አቅጣጫ በተመለከተ)					
2.	ካርድ ካዎጡ በኋላ በ ሃኪም ለመታየት ምን ያህል ጊዜ ይቆያሉ? (በደቂቃ)	>30	10_30	5_10	በ 5 ደቂቃ ዉስጥ	ወድያዉ ኑ
3.	የክሊኒኩ የጤና ባለሙያውች እና ሰራተኞች ታባባሪነት እና መስተንግዶ					
4.	የክሊኒኩ ደንበኞች መቆያ ወንበሮች፣ መታጠቢያ እና መጸዳጃ ቤቶች ጽዳትና ጥራት					
5.	የሀኪሞቻችን የታካሚ አያያዝ፣ ግልጽ የሆነ እርዳታ እና ቅንነት					
6.	ለመማከር፣ ለምርመራና ለምክር አገልግሎት የሚወስዱት ጊዜ					
7.	የላብራቶሪ፣ አልትራሳውንድ እና ሌሎች የመመርመያ መሳሪያዎች መሟላት					
8.	ፈጣን የሆነ የመድሃኒት አቅርቦት መስጠት					
9.	በክሊኒኩ እና ከክሊኒኩ ዉጭ የታዘዙ መድኃኒቶች መገኘት					
10	በክሊኒኩ ጉብኝት ወቅት የእርስዎ አጠቃላይ እርካታ					

- አሁን ካስተዋሉት አገልግሎት አንጻር ሌላ ጊዜ መተው ለመታከም ፍላጎት አለዎት?.....
- ከሌሎች የጤና ተቋማት ወደ ክሊኒካችንን መርጠዉ እንዲመጡ ያስቻለዎት የተለየ ነገር ምንድን ነው?
  .....
  .....
- ተጨማሪ የሚሰጡት አስተያየት ካለ
  .....
  .....::

ለሰጡን ጊዜ እናመሰኛለን!!!