PERCEIVED INTERACTIVE SERVICE QUALITY & HEALTH OUTCOME

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Outline

• What is a SERVICE?
• What are the key determinants of healthcare quality?
• What are the determinants of client perceptions of healthcare quality?
• What are the benefits of improving client perceptions of healthcare quality?
• Why consider INTERACTIVE service quality?
• Study design
• Qualitative findings
• Research Agenda
The Nature of a Service

- Intangible and heterogeneous;
- Production, distribution and consumption of services is simultaneous;
- An activity or process;
- A core value created in client-provider interactions
- Production requires Client participation;
- Services cannot be kept in stock; and
- There is no transfer of ownership.


Determinants of Healthcare Quality

Healthcare Quality


- Technical care = What is done
- Interpersonal care = How it is done
- Amenities of care = Where it is done
Determinants of Client Perceptions of Health Service Quality

GLOBAL DIMENSIONAL SUB-DIMENSIONAL
Interpersonal Interaction Relationship
Technical Outcome Expertise
Administrative Timeliness Operation Tangibles
Environment Atmosphere Tangibles

(Dagger et al. 2007)

A Quality Dimension Consumers Appraise

(Dagger et al. 2007)
Impact of Increasing Client Perceptions of Health Service Quality

- Improved accuracy of diagnosis and treatment history
- Improved compliance with medical advice and regimes
- Improved health outcomes
- Fewer complications and hospital stays
- Reduction in total cost of care

Interactive Service Quality

- Service performance is dependent on an interactive process
- Service outcome is consequent to the interactive process
- Interactive process impacts on performance of provider & recipients assessment of quality of the service
- Interactive process is influence by provider and recipients perception of the service
- Service outcome is also influenced by 3rd parties in the service network
Study Design

- Three levels of participants of a community delivered aged care service located in a Sydney LGA: the manager, 3 care workers and 7 clients (over 65 and able to speak English)
- Convergent interview technique
- Interviews recorded and sequentially analysed
- Recurring themes and rankings were identified and substantiated
- Themes and rankings were substantiated and refined

Qualitative Findings

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<th>DETERMINANT</th>
<th>SHARED SUB-DETERMINANT</th>
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<td>Interpersonal Quality</td>
<td>Interaction</td>
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<td>Relationship</td>
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<td>Technical Quality</td>
<td>Skills</td>
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<td>Outcome</td>
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Model of Perceived Interactive Service Quality

Research Agenda

- Further development of the primary determinants and sub-determinants of interactive service quality through additional qualitative research
- Development of interactive items for a survey instrument to measure interactive service quality and its impact on outcomes
- Triadic analysis of congruence/dissonance in interactive service quality perceptions
In Conclusion: As health professionals we must extend our view of health quality beyond a focus solely on the provider, if health outcomes are to improve.