

Poster abstract

Satisfaction with the local service point for care: results of an evaluation study

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Abstract

Purpose: The market of care increases and is characterized by complexity. Therefore, service points, such as the ‘Zentrale Anlaufstelle Pflege (ZAPf)’ in Nuremberg, are helpful for clients to get orientation. The purpose of the presentation is to show the results of an evaluation study about the clients’ satisfaction with the offers of ZAPf.

Study: Satisfaction with service may be measured with the SERVQUAL concept introduced by Parasuraman et al. (1988). They found out five dimensions of quality (tangibles, reliability, responsiveness, assurances and empathy). We took these dimensions in our study.

The study focuses on the quality of service and the benefits recognized by clients. In spring 2007, we conducted 67 interviews by phone, based on a half standardized questionnaire. Statistical analysis was conducted using SPSS.

Results: The clients want to get information about care in general, financial and legal aspects, alternative care arrangement (e.g. ambulant, long-term care) and typical age-related diseases. They show a high satisfaction with the service provided. Their benefits are to get information and advice, to strengthen the ability of decision taking, to cope with changing situations in life, and to develop solutions.

Conclusions: The results show that the quality of service is on a high level. Critical success factors are the interdisciplinary cooperation at the service point, based on a regularly and open exchange of information. Every member focuses on an optimal individual solution for the client. Local professional service points act as networkers and brokers. They serve not only for the clients’ needs but also support the effective and efficient provision of optimized care.

Keywords

service points, client satisfaction, evaluation study
