

# The Effect of Using Information Media to Improve Quality of Health Service Facilities

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## ABSTRACT

Health facilities are very important services for the community. Health services are the backbone of health facilities in Indonesia. Health facilities can be owned by the government, local government, or private. Health workers consist of various professions such as doctors, midwives, nurses, pharmacists, nutritionists, medical recorders, health management personnel, and non-health workers. Patients who come to health facilities also have various types of diseases ranging from infectious diseases to degenerative diseases. Therefore, here I am trying to arrange the flow and procedure for patient registration. One of the criteria for assessing accreditation at a health facility is the availability of information about the flow of service registration procedures when patients register at the registration counter. The clarity of the information received by the patient will give a feeling of satisfaction to the patient. The first impression at the registration counter will shape the patient's perception of the overall service at the health facility. The purpose of this activity is to provide information media for patient education when registering about service flow and procedures at the registration counter. The method used is observation to health service facilities, identification, and analysis of information media needs, planning information media, media trials, socialization, and evaluation. The results obtained were the availability of information media in the form of banners regarding the flow of service procedures in health facilities. Health facilities are very important services for the community. Health services are the backbone of health facilities in Indonesia. Health facilities can be owned by the government, local government, or private. Health workers consist of various professions such as doctors, midwives, nurses, pharmacists, nutritionists, medical recorders, health management personnel, and non-health workers. Patients who come to health facilities also have various types of diseases ranging from infectious diseases to degenerative diseases. Therefore, here I am trying to arrange the flow and procedure for patient registration. One of the criteria for assessing accreditation at a health facility is the availability of information about the flow of service registration procedures when patients register at the registration counter. The clarity of the information received by the patient will give the patient a sense of satisfaction. The first impression at the registration counter will shape the patient's perception of the overall service at the health facility. The purpose of this activity is to provide information media for patient education when registering about service flow and procedures at the registration counter. The method used is observation to health service facilities, identification, and analysis of information media needs, planning information media, media trials, socialization, and evaluation. The results obtained were the availability of information media in the form of banners regarding the flow of service procedures in health facilities.

**Keywords:** Health care, Health facilities, Information media

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## INTRODUCTION

Health facilities have an important role in improving public health status and are expected to be able to provide quality services. One indicator of quality service is having good information services. A health facility can carry out its functions optimally, so it must be managed optimally in terms of service performance, service processes, and the resources used. The community wants health services that are safe and of quality and can answer their needs; therefore, efforts to improve quality, risk management, and patient safety need to be implemented in the management of health services, including the facilities for independent practice midwives. Service quality is very important to maintain the existence of a facility.<sup>[1]</sup> To ensure that quality improvement, performance improvement, and risk management implementation are carried out continuously in health facilities, it is necessary to conduct an assessment by an external party using established standards, namely through an accreditation mechanism (Permenkes No 46, 2015).

Quality services are not only calm medical services but also supporting services such as the availability of clear information to obtain services at the facilities. The principle of quality health care is customer siding. Two things that need to be monitored in an effort to improve quality are customer satisfaction and health service standards that must be carried out in a balanced manner.<sup>[2]</sup> Facilities must provide information about health services provided

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to the community as a form of community access rights to health services. Patient safety must be considered since the first patient contact with a health facility; thus, the registration procedure reflects the application of patient safety measures, especially in patient identification.

Patients need clear information at the registration point; therefore, registration information must be clearly available that can be easily accessed and understood by patients. Patients have the right to obtain information about the stages of clinical service that will be passed from the assessment process to discharge.

Information about the stages of service at the Puskesmas needs to be informed to patients to ensure continuity of service. This information includes if the patient needs to be referred to a higher facility in an effort to ensure continuity of care. The clinical service stage is the stage of service from registering, checking up to leaving the place of service and follow-up at home if needed (Permenkes No 46, 2015).

According to Kotler (1994), the definition of customer satisfaction is the level of a person's feelings after comparing the perceived performance/results compared to his expectations. If the consumer's perception of a product or service exceeds what is expected, of course, the consumer is very satisfied, but if the consumer's perception is below the expected level, of course, the consumer is not satisfied or very disappointed.<sup>[3]</sup>

For the information to be conveyed properly to the target, it is necessary to have a channel in the form of the right media.<sup>[4]</sup> One of the media used in the learning process and believed to be more exciting is visual media. Visual media is a medium for delivering information that has visual characteristics (images). This type of media has better abilities because it has clear visual characteristics.<sup>[5]</sup>

Guidelines for Medical Record Administration contain several important information that must be captured by registration officers, including Medical staff in charge of the service unit, patient number, complete address, place/date of birth, age, gender, family status, religion, and occupation. The importance of this information is the main basis for collecting patient data and the most important information before service is implemented. Media as an educational effort for patients and their families to obtain information and the purpose of completing patient data (Ministry of Health, 2006).

The community wants health services that are safe and of quality and can answer their needs; therefore, health partners provide solutions for efforts to improve quality, risk management, and patient safety that need to be applied in the management of health facilities.<sup>[6-8]</sup> To ensure that quality improvement, performance improvement, and risk management implementation are carried out on an ongoing basis in facilities that are linked to the evaluation of quality and service quality.<sup>[9]</sup>

Patients' perceptions of the quality of health services in facilities can be started from the impressions they get at the time of registration services. Clear and accurate information and information provided will help patients get fast service, especially at registration.<sup>[10]</sup> Therefore, making and banner about the flow of patient care and patient registration procedures is a solution that can encourage patients to be able to understand what they will go through in receiving services in health facilities.

In this case, the solution to the problem really helps patients to get fast information in getting health services, this is evident from the results of interviews with patients and health workers at BPM Rika Hardi, SST. The facility feels the benefit of the convenience of controlling patients at the time of registration so as not to cause a crowd when registering.<sup>[11-13]</sup>

## RESEARCH METHODS

This study uses a quantitative descriptive method that describes the influence of the media used and the input, process, and output can be seen.<sup>[14]</sup> Data were collected using questionnaires and distributed to patients. The data are presented in frequency distribution and analyzed descriptively. In the use of information media, an observation approach is carried out to find out the

problems that exist in health facilities. Activities carried out by providing counseling on the use of information media when patients are about to provide services to health service facilities at health clinics using correct media. Activities carried out after obtaining permission from the clinic leadership. After the counseling was carried out, the researcher made further observations of the participants who were given counseling to see their ability to the knowledge that had been given. After it is properly installed in front of the clinic entrance, the patient before registering to the admissions department is directed to read the correct service instructions. Patients who have read the instructions and have received services will be given a questionnaire to fill in according to the patient's understanding.<sup>[15]</sup> The completed questionnaires will be processed and analyzed descriptively.

## RESULTS

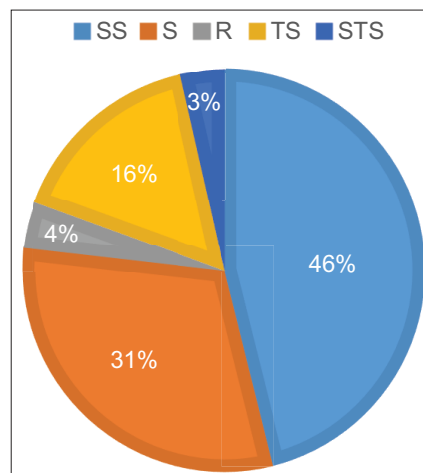
The results of research on the use of information media to improve the quality of service at health facilities can be seen in Table 1:

The results can also be seen in the form of Graph 1 that explains the results of the questionnaire obtained, which can be seen as follows:

**Table 1:** Questionnaire results on the use of information media

Statement	Total answer				
	SA	A	D	DA	SDA
S1	0	2	4	23	21
S2	26	22	2	0	0
S3	46	4	0	0	0
S4	40	7	3	0	0
S5	28	21	1	0	0
S6	22	26	1	1	0
S7	18	30	1	0	1
S8	20	24	2	4	0
S9	29	18	1	2	0
S10	28	16	4	1	1
S11	0	2	4	43	1
S12	0	0	2	46	2
S13	44	6	0	0	0
S14	43	6	1	0	0
S15	2	46	2	0	0
TS	346	230	28	120	26
Percentage	46.13	30.67	3.73	16	3.46

SA: Strongly agree, A: Agree, D: Doubt, DA: Disagree, SDA: Strongly disagree



**Graph 1:** Percentage of influence of media use

# DISCUSSION

From Table 1 and a graph results obtained, it can be seen that patients who strongly agree with the statement given about the effect of using information media are 46.13%, agree as much as 30.67%, doubt as much as 3.73%, disagree as much as 16%, and strongly disagree as much as 3.46%.

The information obtained from the results of filling out the questionnaire carried out shows that the information media in the form of a banner has not yet been seen in the facility and then it is designed by the researcher of the information media which contains instructions on the flow of services during patient registration until the health care needed by the patient is implemented From the results of data processing obtained, it can be seen that the use of Informa Media can help patients to get information directly about the flow of health care implementation in health facilities.

From the research results, information can also be obtained that the use of information media in improving the quality of health services is very helpful so that the service process can take place properly. The result of the use of media is the availability of information media for patient education in registration services in the form of flow and service procedures in health facilities. As stated in the accreditation standards for health care facilities, information about services must be provided by health facilities as a form of fulfilling patients' rights to obtain clear and accurate information. In addition, in the quality perspective, especially the guarantee dimension, it is stated that consumers will perceive a feeling of satisfaction with service if there is a guarantee of clarity of what will be passed and obtained while receiving service.

The information media used in this study is about patient registration flow. In the information media, it is first described as the condition of the patient coming to the facility. If the patient's condition is in emergency, go straight to the action room, but if the patient's condition is not an emergency, the patient takes the serial number. The serial number can be divided into two, whether general patients or BPJS patients. After the patient gets the queue number, then waits in the waiting room. Patients are called by the registration officer according to the queue number.

When called by the officer, the patient will be asked (a) whether he has ever been treated or not (asking for a medical identification card); (b) show a personal identity card; (c) the patient is asked whether he/she has a health card; and (d) the designated service unit (pregnancy, childbirth, mean corpuscular hemoglobin, immunization, and family planning). After that, the officer will prepare a medical record according to the patient's status (new or old), write the patient's identity into the register book. The patient then waits in the waiting room of the service unit. The patient is then called to the examination room. After receiving services at the intended service unit, there are several possibilities for the patient, including (a) the patient is referred to a further health care facility; (b) patients receive counseling; (c) the patient is prescribed medication; and (d) the patient requires further investigations. The results of the development of the information media are in the form of banners containing the flow of patient registration and the media can be used as a tool to convey information to patients.

# CONCLUSION

Most of the research subjects were aged 20–35 years with various professions and different levels of education. The level of knowledge is still low on health, and patients are generally female and on

average are still of productive age. The information media in the facility is very useful for patients who come to health care facilities as a guide when registering and conducting health consultations at the facility. Patients who come to the facility have been facilitated by the information media at the left side of the entrance in the form of a banner. The existing information media can create a tidy atmosphere at the time of service implementation because patients register for essays on the instructions in the information media and can improve the quality of health services because the instructions in the banner can leave patients to think orderly and be disciplined in getting health services. As for suggestions, the development of education should be able to develop information media as a means of education for the community that is easy and affordable, such as providing information related to procedures for providing services to health facilities so that it is expected to change the most effective behavior in services. Directing the public to use information media to be wiser, so as to be able to change better behavior in getting services so as to improve the quality of health services at health facilities.

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