

## Creating Healthy Work Environments VIRTUAL 2021

### Factors Influencing Customer Care Among Nursing and Midwifery Students in Selected PNFP Schools in Uganda

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#### **Purpose:**

- The purpose of this study is to investigate the factors that contribute to the observed quality of customer care by student nurses and midwives during their clinical practice. The study seeks to ascertain the adequacy of students' training and the influences on their caring and uncaring behaviors.

#### **Methods:**

- The study is being conducted in Northern Uganda in Kalongo Midwifery School in Agago district and in St. Joseph Nursing and Midwifery School in Kitgum district. The sample size is 150 certificate level nursing and midwifery students and 300 clients. The study design is descriptive, cross-sectional and comparative. Data analysis will be done using SPSS statistical package version 16.0. Regression analysis will be used to analyse the relationships between the dependent and independent variables.

#### **Results:**

- This is an ongoing study and the results are expected after completion of data collection, processing and analysis. Hence the findings of the two studies may then inform the design and implementation of training curricula for nurses and midwives in the country with a view to contributing to sustained quality improvement in healthcare delivery.
- Based on the findings of this study the researchers will design an intervention study to improve customer care by nurses and midwives in the two hospitals

#### **Conclusion:**

- The study conclusion will be drawn after completion of data analysis. This will be very important because healthcare is a customer service industry. Hence the success of a hospital depends to a large extent on its abilities to demonstrate good customer care. It has been found that health care service quality indicators were the most influential determinants of patient satisfaction across the studies and is associated with improved patient outcomes and greater satisfaction. Customer care is one of the six dimensions of quality care and an important factor in ensuring patient satisfaction. It is central to nursing and midwifery roles.

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#### **Title:**

Factors Influencing Customer Care Among Nursing and Midwifery Students in Selected PNFP Schools in Uganda

#### **Keywords:**

## Customer Care, Quality and Student Nurses and Midwives

### **Abstract Summary:**

The purpose of this study is to investigate the factors that contribute to the observed quality of customer care by student nurses and midwives during their clinical practice. Are student nurses and midwives adequately trained in customer care? What factors enable student nurses and midwives to practice good customer care?

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