



ST. MARY'S MIDWIFERY TRAINING SCHOOL KALONGO

ABSTRACT

Factors influencing Customer care among Nurses and Midwives in Selected PNFPS schools in Uganda



Introduction

- Customer Care is one of the 6 dimensions of quality Care (WHO 2020).
- It is central to Nursing and Midwifery role
- Health care Service quality indicators were the most influential determinants of patient's Satisfaction across the studies
- Customer Care has been found to be associated with improved patients' outcomes and greater satisfaction (Karaca A, Durna Z., 2019; The Lancet, 2018; Munabi-Babigumira, 2017)
- In Uganda, Public complaints about poor Customer care by Nurses & Midwives is commonly registered. Despite teaching of professional code of conduct & ethics at the initial stage of training of Nurses & Midwives (MOH, Government of the Republic of Uganda, 2016:19)
- Hence the success of a hospital depends to a large extent on its ability to demonstrate good customer care

Reasons for the poor Customer Care

- Poor training
- Under staffing
- Under funding
- Emergency
- Long hours of work
- Loss of empathy among health professionals (Wesson et al, 2018)

The purpose of the Study

- To investigate the factors that contribute to the decline in Customer Care by student Nurses and Midwives as he or she progresses in his or her clinical experience

Research Questions

- Do students of Nursing and Midwifery receive adequate training in Customer Care?
- What factors enable student Nurses and Midwives to practice good Customer Care?
- What factors enable student Nurses and Midwives to decline in practising good Customer Care?
- Are those adequate interventions in the educational processes to prevent loss of empathy and motivate its development in Nursing and Midwifery students throughout the course of their training?
- What measures should be taken to motivate students to practice customer Care during Clinical Practice and there after?

Justification

- The findings will help to identify strategy that can motivate students to continuously offer high quality customer care service throughout their training
- Later as practising Nurses and Midwives after completion of their training
- To identify strategies that can motivate educators to emphasize high quality customer care

Sample size

- One hundred and fifty (150) students pursuing certificate courses in Nursing and Midwifery in their Final Year of Study.
- Seventy five (75) Nurses and Seventy five (75) Midwives.

Study Design

- Is descriptive and comparative.

Analysis

- Use of SPSS Version 16.0