

Patients' expectations and online presence of Oral and Maxillofacial Surgery in the United Kingdom

M. Abu-Serriah^{a,*}, R. Valiji Bharmal^a, J. Gallagher^b, P.J. Ameerally^b

^a Department of Oral & Maxillofacial Surgery, John Radcliffe Hospital, Oxford University Hospitals NHS Trust, Oxford OX3 9DU, UK

^b Department of Oral & Maxillofacial Surgery, Northampton General Hospital, Northampton NN1 5BD, UK

Accepted 25 October 2013

Available online 22 November 2013

Abstract

In patient-centred medical practice, consideration of the patients' expectations is vital to the planning and delivery of service. Modern medicine must use the continuing advances in information technology to disseminate knowledge and raise awareness among patients and the public. People increasingly use the Internet to search for information on health, and the online presence of an organisation or a profession is known to bring a wide range of benefits. We aimed to find out what patients expect from the website of an Oral and Maxillofacial Surgery (OMFS) unit and to assess the online presence of OMFS units in the United Kingdom. Results from 100 self-administered questionnaires showed that there were 18 common domains that patients would like to see on OMFS websites. When ranked according to the number of times they were mentioned, a map of the department was mentioned most and the complaints policy least. Of the 156 OMFS units in the UK, only 51% have websites and of these, 80% are in London. There were none in Wales and Northern Ireland. Only half of the websites contained information that related to patients' expectations. Strategies to improve the content of websites for OMFS units and to improve their online presence are urgently needed.

© 2013 The British Association of Oral and Maxillofacial Surgeons. Published by Elsevier Ltd. All rights reserved.

Keywords: Online; Maxillofacial; Expectations; Satisfaction; Website; Visibility

Introduction

Patient-centred care does not only focus on the delivery of individualised treatment but also responds to the patients' ideas, expectations, and concerns about the delivery of their care and the design of the healthcare system. Since it has become the main focus of modern medicine, patients' satisfaction is considered a pivotal indicator of the quality of care provided. Satisfaction reflects the accountability and social responsibility of a healthcare provider,^{1,2} and patients' views about local and national healthcare services are crucial for their planning and delivery. Patients whose expectations are identified and met are likely to be more satisfied with their

treatment, and this will have an impact on the way healthcare services are implemented.³

The Internet is increasingly being used to seek health-related information.^{4–6} In the Netherlands 88% of the population have access to the Internet,⁷ and in 2010, 73% of UK households had access compared with only 9% in the same quarter of 1998.⁸ Two-thirds of American adults use search engines such as Google and Yahoo to find health-related information.⁹ However, the accuracy of the material provided by non-professional bodies has been greatly criticised.¹⁰

Health-related information is being sought not only by patients but also by other stakeholders such as the media, regulatory bodies, students, trainees and clinicians from other disciplines.^{11,12} Some UK Oral and Maxillofacial Surgery (OMFS) units have used the Internet to provide information about the specialty in general and the local services they deliver in particular, but despite its importance in modern

* Corresponding author at: Department of Oral & Maxillofacial Surgery, John Radcliffe Hospital, Headington, Oxford OX3 9DU, UK.
Tel.: +44 01865 743 102; fax: +44 01865 743 108.

E-mail address: m.abuserriah@gmail.com (M. Abu-Serriah).

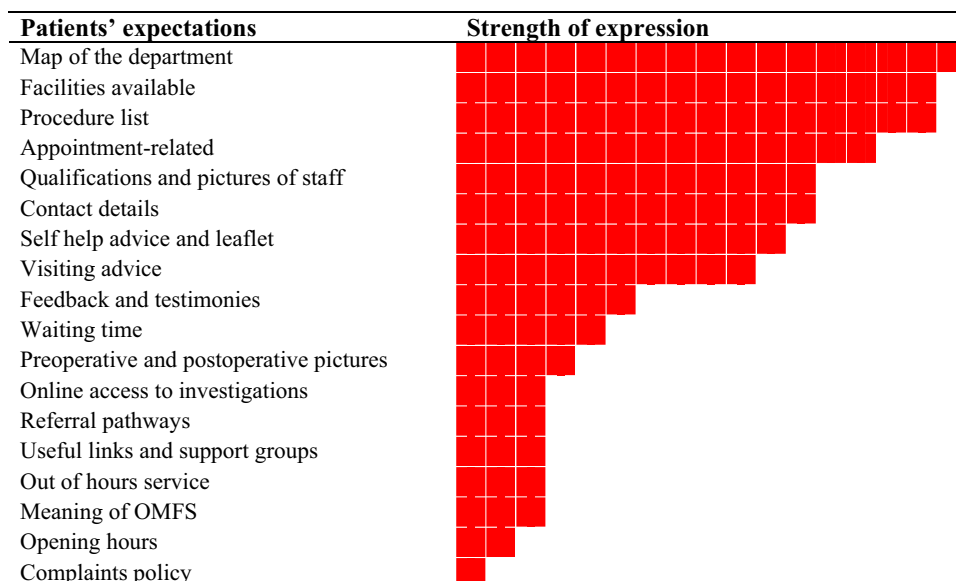


Fig. 1. The strength of various themes (each square represents 4 responses).

medicine, the extent of the online presence of OMFS units and the patients' expectations of a unit's website have never been investigated.

We aimed to find out what patients in the UK would like to see on an OMFS unit's website, to examine whether current websites provide this, and to measure the online presence of OMFS units.

Material and methods

Identifying patients' expectations

To identify what patients expect from the website of an OMFS unit, we designed and validated an anonymous self-administered questionnaire (Appendix 1) using the first 10 consecutive responses. A consecutive group of adult patients who had attended the Department of OMFS at Northampton General Hospital between 4th January 2010 and 5th March 2010 were invited directly or by post to complete the questionnaire. They were asked to express their views on what they expect from an OMFS unit's website and were given the option and the time to browse that of their local unit. Their responses were recorded and analysed using thematic analysis. The theme strength was measured by the number of times a theme was mentioned.

Measuring online presence and patients' satisfaction with the websites of OMFS units

To investigate whether OMFS units in the UK fulfil the expectations of patients, we obtained an updated list of all OMFS units in the UK from the British Association of Oral and Maxillofacial Surgeons (BAOMS). Units with websites were

identified using the Google search engine. A unit was considered to have an online presence if a dedicated website or section of a website was identified offering specific information about that particular unit. An assessor searched Google, and intra-assessor variability in capturing the same information from a single website was assessed by repeating the data capture for 5 randomly chosen OMFS units' websites on 3 occasions one week apart. Statistical analysis was done using Excel Microsoft Office 2011 and SPSS version 20 (SPSS Statistics, IBM).

Results

Of the 130 questionnaires, 100 responses were received (55 from women and 45 from men). Nine people expressed no interest and 30 questionnaires were not returned, giving a response rate of 70%. A total of 18 common themes were identified (Fig. 1).

Of the 156 OMFS units identified in the UK, only 51% had websites. None of the websites, contained more than 50% of what patients expected (Fig. 2). Interestingly, the study has shown considerable geographical variation across the UK (Fig. 3). While almost 80% of the OMFS units in London had websites, there were none in Northern Ireland and Wales.

Discussion

OMFS units aim to provide high quality care, and it is important to ensure that patients are satisfied with the service. Several factors contribute towards this¹³ and one of these is meeting patients' expectations.

Download English Version:

<https://daneshyari.com/en/article/3123926>

Download Persian Version:

<https://daneshyari.com/article/3123926>

[Daneshyari.com](https://daneshyari.com)