

Profile and Level of Satisfaction of Patients Attended at the Dentistry Clinic of the Catholic University Center of Quixadá / CE

Perfil e Nível de Satisfação dos Pacientes Atendidos na Clínica de Odontológica do Centro Universitário Católica de Quixadá/CE

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Abstract

Knowing user satisfaction is of crucial importance for the development of actions and improvements in the quality of care of the university, as well as help in the training of qualified professionals, who provide service to the community. The objective of this article was to know the social, demographic, economic profile and to evaluate the patients' degree of satisfaction attended by undergraduate students in the dentistry clinic of Quixadá Catholic University Center, Ceará, from February to April 2018. This is a descriptive, population, transversal, quantitative study, using a questionnaire with objective questions, presenting information on socioeconomic variables and patient satisfaction, being applied with 100 patients. The mean age of the participants was 25.9 years, there was a predominance of females with 65% (n = 65), most participants were Quixadá 88% (n = 88), and family income 58% (n = 58) of the users had an income of up to a minimum wage. Regarding the satisfaction of the attendance received by the students, 76% (n = 76) of the study participants said that it was great. It was possible to conclude that the majority of the interviewed users of the study showed great satisfaction regarding the quality of the dental service provided by the students in the clinic of the Quixadá Catholic University Center.

Keywords: Oral Health. Health Services. Consumer's Behavior.

Resumo

Conhecer a satisfação dos usuários é de fundamental importância para o desenvolvimento de ações e melhorias da qualidade de atendimento da universidade, além de ajudar na formação de profissionais qualificados, que prestam serviço à comunidade. O objetivo desse artigo foi conhecer o perfil social, demográfico, econômico e avaliar o grau de satisfação dos pacientes atendidos pelos alunos de graduação na clínica de odontologia do Centro Universitário Católica de Quixadá, Ceará, no período de fevereiro a abril de 2018. Trata-se de estudo descritivo, populacional, transversal, quantitativo, utilizando um questionário com questões objetivas, apresentando informações sobre variáveis socioeconômicas e a satisfação do paciente, sendo aplicado com 100 pacientes. A média de idade dos participantes foi de 25,9 anos, houve a predominância do sexo feminino com 65% (n=65), a maioria dos participantes eram de Quixadá 88% (n=88), quanto a renda familiar 58% (n=58) dos usuários possuía uma renda de até um salário mínimo. Quanto a satisfação dos atendimentos recebidos pelos alunos 76% (n=76) dos participantes do estudo disseram ser ótimo. Foi possível concluir que a maior parte dos usuários entrevistados da pesquisa demonstraram grande satisfação com relação a qualidade do serviço odontológico prestados pelos alunos na clínica do Centro Universitário católica de Quixadá.

Palavras-chave: Saúde Bucal. Serviços de Saúde. Comportamento do Consumidor.

1 Introduction

The construction of the professional aims to empower and qualify to exercise fully their role in society; by providing services to the community that need dental treatment, to meet the demand the professionals need to be able to solve the problems, with a view to economic diversity. The university has a strong commitment in the teaching of dentistry in the new formation of dental surgeons, from a pedagogical planning and a direct contact with the population, with a focus on real inducing the professional formation the humanized service, receiving the patient and further a technical ability^{1,2}.

The method of dental education and health service granted by the institution of education must remain constant. The

patient care in the clinics of university must meet the need for training, practical and technical training of students, not forgetting the integrity in relation to the health needs and the demand for patients who seek this type of care, conducting a humanized and ethical training of the future health professionals³.

The universities have curricular disciplines specifically theoretical, in which the teaching of this area of learning is strongly based on practical activities performed by the students in the clinics. The technician teaching is geared to the labor market seeking only the financial return, which meant not meet the interests of the population, thus not contributing to improve the Brazilian social reality. In this space, the future dentists learn, exercise actions, assimilate behaviors and

obtain practice, managing to make the teaching institution a privileged place of technical knowledge and mainly, to reflect on moral principles and social responsibility⁴.

The need to enhance oral health indicators and increase the population's access to health services, has in social control its greatest ally. The community must be able to actively participate in the process for the conquest of health, in conjunction with the professionals of oral health, plan, monitor and evaluate the actions that will be developed in their locality⁵.

The evaluation of the activities of health services is a tool of extreme value for diagnosing an existence in order to interfere in various health services, perform measures that have a minimum quality, improvements in oral health surveillance, improvement in attendance throughout its entirety, in this way, all research in the sector of user's satisfaction should provide important developments for the management of health care services^{6,7}.

The satisfaction means, act or effect to satisfy, happiness, well-being, satisfaction, pleasure, repair and clarification. Reflect on patients' satisfaction and provide their perception to analyze a service. The understanding of the user in relation to their health is of great importance to assess the dental services, with an argument that can make them look or not for the services. Thus, making it necessary to listen to the patients for adaptation and practice of services within each social reality⁸.

The concept of satisfaction is compared with the term of expectation and perception that the patient has received in the services. The user interprets in advance various types and execution of services determining a tolerance area, located in the desired services. At the time that the implementation is higher or lower than the tolerance area, the individual demonstrates satisfaction/dissatisfaction⁹.

The evaluation of the activities of health services is a tool of extreme value for diagnosing an existence, in order to intervene to ensure that the different health services will achieve minimum quality standards. Proven reliability of the questionnaires of satisfaction, in which provide basic information to complete and balance the quality of services. The confidence of the questionnaires on the satisfaction was proved, which provide crucial information to conclude and balance the quality of the services. These evaluations can anticipate the user's future conduct, as well as checking the degree of acceptance of patients to treatments, it is constituted a source of extreme importance for the achievement of success in the Clinic. Therefore, all the analyzes in the field of patient satisfaction should provide improvement in everyday life, of the services, in addition to the significant developments for the management of the health service⁶.

In the field of knowledge, health increases its object of study, in relation to prevention, treatment and rehabilitation, thereby providing the wellbeing of the individual and

collective of people with disease in the oral cavity, practicing as well, an important part in the patient's rehabilitation and in the interaction on social life¹⁰.

The oral health and quality of life are associated to social, economic and demographic factors, as well as unwanted habits and poor oral health conditions. These factors are of great importance for the oral and body health. Studies show that the lower the demographic level, the worse the health conditions of the population are. The demand for dental care is many times due to low self-esteem and difficulty of interaction in society because of their oral condition. In addition, it is important to show students the importance of performing the procedures correctly and show them that way will his work as a dental professional, thus returning the esteem and improvement in the patient's oral health. Thus, the objective of this article was to know the social, demographic, economic profile and to evaluate the patients' degree of satisfaction attended by undergraduate students in the dentistry clinic of Quixadá Catholic University Center, Ceará, from February to April 2018.

2 Material and Methods

The present study was submitted to and approved by the Ethics Committee of the Catholic University Center of Quixadá - UNICATÓLICA, with opinion No. 1.979,047 and CAAE 65805917.8.0000.5046. Participants were asked to sign the Informed Consent and Consent - TCLE to participate in the research, in accordance with the guidelines of the resolution 466/12 of the National Health Council.

It is a sectional, descriptive and quantitative study in which the sample was by convenience. 100 patients seen at the Dental Clinic São João Calabria of Catholic University Center of Quixadá attended the research, in the city of Quixadá, Ceará, Brazil.

The data collection was carried out in the period from February to March 2018. Initially, a validated questionnaire was applied to the participants, with objective questions containing 12 questions and presenting information about the socioeconomic variables and patient's satisfaction, adapted according to the published work¹¹ in relation to care in the clinic of dentistry. The data analysis was performed by means of the SPSS® version 20.0. The descriptive analysis of the data was represented in tables.

3 Results and Discussion

The mean age of the interviewed subjects was 25.9 years. Table 1 presents socioeconomic and demographic data of the patients. After the analysis of the sociodemographic study sample of the participants, a predominance of females with 65% (n=65) was observed in relation to the male sex with only 35% (n=35). It was noted that users were most of the city of Quixadá 88% (n=88); being that 83% (n=83) in the urban area and 17% (n=17) of the countryside. Regarding

the educational level of the participants' parents, the highest prevalence was from 1st to 4th grade of Basic Education (former primary) being 27% (n=27) for the Father and 32% (n=32) for the mother. In socioeconomic level 58% (n=58) of users has an average family income of up to 1 minimum wage, and only 24% (n=24) does not have wage income.

Table 1 - Demographic and economic profile of the patients seen at the Dental Complex São João Calabria of Catholic University Center of Quixadá, Ceará, 2018.

Variables	N=100	%
Sex		
Female	65	65
Male	35	35
Municipality where you live*		
Quixadá	88	88.0
Ibaretama	4	4
Choró	3	3
Quixeramobim	5	5
Dwelling Place		
Urban area	83	83
Rural Area	17	17
Level of schooling of participant's father		
1st to 4th grade of Basic Education	27	27
5th to 8th grade of Basic Education	17	17
Complete High School	9	9
Complete Upper Level Education	3	3
Specialization	1	1
Did not study	20	20
Does not know	23	23
Level of schooling of participant's mother		
1st to 4th grade of Basic Education	32	32
5th to 8th grade of Basic Education	14	14
Complete High School	14	14
Complete Upper Level Education	6	6
Specialization	13	13
Did not study	20	20
Does not know	1	1
Individual monthly income**		
No income	24	24
Up to 1 minimum wage	58	58
From 1 to 2 minimum wages	17	17
From 6 to 9 minimum wages	1	1

*Municipalities belonging to 4th Health Macroregion of *Central Sertão* of the state of Ceará. / **Based on minimum wage of 2018 value of R\$ 954.00.

Source: Research data.

The present study shows the similarity with the reserach¹² in which the female sex prevails with 65% (n=65) in seeking health care in the health area. In a general way, women are more related to aesthetics and care, which did not differ from the findings of other studies⁹, in which they claim that the

demand for dental care is given by preventive behavior and oral rehabilitation. For some authors¹³ men have low demand on health services, which has a cultural characteristic that makes the acceptance of care practice, having fear and shame, and seek dental care most often in cases of urgency.

The sociodemographic, psychosocial and life style factors, can influence their habits and behaviors of health throughout the lifecycle of their life. The socioeconomic level and schooling influence the need for dental treatment; in relation to gender, women are more adept to habits and preventive care in relation to oral health¹⁴.

The research shows that young people are seeking to adopt habits and positive behaviors when it comes to oral health. According to the study¹⁴ young people are taking more care with themselves and with their health, to improve their interaction and acceptance in the group of conviviality. In another study⁴ it states that Brazilians are giving more importance to the appearance, in which they have more employment opportunity and possibility of improving life. In this sense, one can say that a good personal image and a beautiful smile is of great importance. For this reason, in recent years the number of people who seek care in dental university center has increased .

Most patients seeking dental care in the institution 88% (n=88) reside in the city of Quixadá, being that 83% (n=83) are of the urban area and 17% (n=17) rural zone. It is understandable⁶ that the greater demand is natural in that region and closer areas due to ease of information of the high supply and operation of reference in care in oral health care.

What corroborates¹⁵ with the current research, in that knowing the socioeconomic level is of great importance for the professional to program the type of procedure to be performed in dental clinics, because the users of low income and schooling tend to have an inadequate oral hygiene. While¹⁶ for the population of low income and schooling does not have any relation to inadequate oral hygiene habits, in which people with high socioeconomic class and schooling can also present.

Most respondents, 98% (n=98) claim that students explain what will be accomplished before the dental procedure. Regarding the time of waiting to be met 69% (n=69) of the patients reported that there was no delay, however, 22% (n=22) mentioned a short period of waiting. Regarding the level of satisfaction in relation to care, most users 76% (n=76) expressed satisfaction with the care received by the students. Concerning the hours of service 52% (n=52) claim to be good and may be attended in the morning or afternoon (Table 2).

Table 2 - Data regarding the patients' satisfaction level seen at the Dental Complex São João Calabria of Catholic University Center of Quixadá, Ceará, 2018.

Questions	Answers	N=100	%
Doe the students of dentistry, explain the procedure that will be done in dental care?	Yes	98	98
	No	2	2
Do you wait a long time to be serviced?	Yes	9	9
	No	69	69
	Sometimes	22	22
Evaluation of the participants on the care in the Dental Clinic:	Great	76	76
	Good	22	22
	Regular	2	2
Evaluation of the participants on the time of service in the Dental Clinic:	Great	42	42
	Good	52	52
	Regular	6	6

Source: Research data.

Dental care is an important time in the moment of anamnesis, which means the intimacy, and the emotional patient's condition should not be ignored². The surgeon dentist should not only be concerned with the symptoms of the individual, it is necessary to think as a "being". A study performed¹³ is similar to this study, on the care provided by the students. The professional should act in a way that patients do not feel overlooked by receiving free service, for that reason, he or she should not fail providing the individual attention to the patient.

The punctuality of service is a characteristic of a relative form with the satisfaction of the services provided¹⁵. It was observed in research conducted at the dental clinic of UNICATÓLICA that 69% (n=69) of the patients were satisfied with the punctuality of the students. And it can be interpreted, according to the study¹⁷, as an important reason for reducing anxiety or fear of dental treatment. Different from what was found in the study⁹ where the results were not entirely positive and not negative in relation to the waiting time, in which their users replied that they did not wait that long, nor little time for dental care. For the authors¹⁸ the dialog with the professional and the waiting time is not exactly related to the confidence of the clinic, such as the technical capacity of the professional. When the kindness, sincerity and good join the competence to patient/professional relationship is more harmonious with the objective of disseminating positive dental work, recognizing the students themselves.

According to the research at Unicatólica, 52% (n=52) of the interviewees consider very good the schedules for care of the dental clinics. Similar data were found in the study carried out by^{5,10} related to care in a general way that becomes possible, with easy access to the population that seeks for oral health services.

Evaluating the users' satisfaction in relation to dental care is important to analyze the positive and negative aspects in the services of the dental clinics^{3,6}. Of the patients interviewed 76% (n=76) affirm a great satisfaction in care. This can be justified because the students use individual protection equipment, have the professor's supervision, take into account

the patient's opinion, plan to offer the best treatment and prognosis.

Patients should be duly informed about preventive procedures by the undergraduate students, showing that dental care is not geared exclusively to practice, but also for health promotion. The instruction and information regarding oral health are becoming indispensable for several papers on dental care by encouraging and preventing future diseases¹⁹.

The satisfaction of service in the dental clinic in the study performed by¹³, was similar to this study, that users have an expectation with regard to the visits that are being supervised by excellent professionals, the lack of money to search for specific procedures and the lack of quality offered in the public service, make them receive the opportunities that the University has to offer.

4 Conclusion

Users showed a good level of satisfaction with dental care received by students of the Catholic University Center of Quixadá. The patients are well informed about the treatment to be carried out, because the student demonstrates to be attentive and helpful. It was not possible to know the socioeconomic and demographic profile of the respondents, and that the patients who seek care are most of the city of Quixadá, predominant in the urban area, with prevalence for female, young patients, because these are increasingly giving a greater importance to a smile in order to improve their personal image.

In the present study, the importance is observed of the assessment of dental services rendered to the population in university centers. The patient's satisfaction is considered as a way of measuring the quality of health services offered, being possible to insert improvements in the care provided.

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