

**Assessing Patient Satisfaction and Healthcare Delivery
at the Out-Patient Department (OPD) of General Family Hospital,
Yendi - Ghana**

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Abstract

Background: This study investigated patient satisfaction and healthcare delivery at the Out-Patient Department (OPD) of General Family Hospital, Yendi, Ghana. Utilizing a structured questionnaire, data was collected from 146 patients to evaluate the impact of waiting time, staff attitude, facility environment, medicine availability, and laboratory services on overall satisfaction. The majority of respondents were aged 25–34 years (35%), female (58.2%), and insured by the National Health Insurance Scheme (86.3%).

Objective: To assess patient satisfaction and determinants of service quality at the OPD of General Family Hospital, Yendi.

Methods: A cross-sectional study was conducted among 146 OPD attendees over four weeks. Data were collected using structured questionnaires (adapted from SERVQUAL and PSQ-18), observational checklists, and staff interviews. Descriptive and inferential analyses were performed using SPSS (v26). Pearson correlation assessed relationships between service factors and satisfaction.

Results: Overall satisfaction was high (93.8%). Staff attitude ($r = 0.694$, $p < 0.001$) and facility environment ($r = 0.611$, $p < 0.001$) were the strongest predictors of satisfaction. Waiting time was short for most respondents: 86% were attended to within one hour. Cleanliness (67.1% very satisfied) and digital systems (66.4% satisfied) were rated positively. Challenges included partial medicine availability (26%), delayed laboratory results, and high service costs.

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Conclusion: The facility demonstrates strong performance in interpersonal care, efficiency, and environmental quality. However, improvements are needed in medicine supply, laboratory turnaround time, and affordability. Findings highlight the importance of integrating patient-centered approaches with operational enhancements to improve OPD service delivery.

Keywords: *patient satisfaction, healthcare delivery, outpatient department, SERVQUAL, Ghana, Yendi*

Introduction

Patient satisfaction is a fundamental outcome of healthcare delivery, reflecting the quality of services provided and often exceeding patient expectations (Ahmad, et al., 2011). It is closely linked to improved quality of life, reduced morbidity and mortality, enhanced patient safety, and increased utilization of health services (Owusu, et al., 2024). Conversely, patient dissatisfaction can lead to non-adherence to treatment, underutilization of services, and disregard for medical advice (Owusu, et al., 2024). The Out-Patient Department (OPD) typically serves as the initial point of contact for patients, and the first impressions received significantly influence overall patient satisfaction (Mohd & Chakravarty, 2014). Factors such as long waiting times and queues at OPDs can negatively impact patient satisfaction and deter return visits, thereby reducing health service utilization (Arkoh, 2025).

Globally, patient satisfaction remains a challenge, particularly in low and middle-income countries in Africa, where inadequate infrastructure, limited human resources, prolonged waiting times, and poor interpersonal communication often hinder the ability to meet patient expectations (World Health Organization, 2022). The World Health Organization (2022) associates patient dissatisfaction with increased self-medication, poor treatment adherence, and reduced healthcare facility utilization. Investing in and improving service quality, along with maintaining high practice standards, is central to achieving patient satisfaction (Kokou, et al., 2015). In sub-Saharan Africa, studies have revealed significant patient dissatisfaction with OPD services, particularly concerning waiting times, healthcare provider attitudes, environmental cleanliness, and service accessibility (Boakye, et al., 2020). Several factors influencing patient satisfaction in Africa remain unidentified, calling for stakeholders to prioritize patient feedback (Oljira & Ajema, 2016; Gal & Doron, 2007).

In Ghana, OPDs account for over 70% of annual hospital visits (Ghana Health Service, 2022), yet patient satisfaction with service quality remains a significant concern, especially in public healthcare facilities. Despite governmental efforts to improve healthcare quality, perceived poor patient satisfaction persists (Das, et al., 2018). Many Ghanaians rely on public health facilities due to low income levels and the high cost of private healthcare, often leading to suboptimal care and poor patient satisfaction (Amponsah, 2015). This issue is more pronounced in the northern regions of Ghana due to limited healthcare infrastructure and resource allocation, resulting in overcrowding at OPDs. For instance, the Yendi Municipal Hospital has experienced a steady increase in OPD attendance, leading to prolonged waiting times, insufficient consultation, and delays in laboratory and dispensary services (Ministry of Health (Ghana), 2023). Instances of perceived poor-quality care delivery at public hospitals often lead to a surge of patronage at private hospitals, indicating the level of confidence and satisfaction patients repose in private health facilities (Bamfo & Dogbe, 2017). Other factors driving patient satisfaction to private hospitals include short waiting times, conducive environments, quality of service delivery, effective treatments, and strong interpersonal relationships (Amponsah, 2015).

This study was conducted at the OPD of General Family Hospital, a private healthcare facility in the Yendi Municipality, Ghana. It aims to assess patient satisfaction across various service-quality dimensions, including tangibles, reliability, responsiveness, assurance, and empathy, adapted from models like SERVQUAL. The study also incorporates context-specific measures such as waiting time, medicine availability, and affordability. By focusing on healthcare delivery and patient satisfaction over a six-week period, this research seeks to provide evidence-based insights that will guide service improvement and policy interventions in the northern region of Ghana (Yamoah, et al., 2014). Patient satisfaction plays a vital role in shaping patient behavior, influencing treatment adherence, future service utilization, and overall health-seeking patterns (Amporfro, et al., 2021). Evidence from national and facility-level assessments in Ghana reveals varied satisfaction levels, with concerns persisting over non-clinical factors such as excessive waiting times, inadequate drug supplies, and poor facility infrastructure (Owusu, et al., 2024).

Material And Methods

Study Design

This study employed a cross-sectional descriptive design to investigate the operational and systemic factors influencing service delivery and patient satisfaction at the Out-Patient Department (OPD) of General Family Hospital. This design was chosen for its suitability in collecting data from a specific population at a single point in time, allowing for the assessment of service quality, waiting times, and patient perceptions without manipulating variables (Creswell & Creswell, 2018).

Study Setting

The research was conducted at General Family Hospital, a private healthcare facility located in the Yendi Municipality of the Northern Region of Ghana. This hospital is a preferred facility for surrounding communities, offering a range of services including general OPD, laboratory, pharmacy, and maternal health care.

Study Population

The target population included patients attending the OPD during the study period, as well as healthcare workers and administrative staff involved in service delivery. Inclusion criteria for patients were individuals aged 18 years and above who visited the OPD for consultation and provided informed consent. Healthcare workers directly involved in registration, consultation, laboratory, and pharmacy services were also included to gather operational insights.

Sample Size and Sampling

The sample size was determined using Yamane's formula for finite populations (Yamane, 1967),

$$n = \frac{N}{1 + N(e)^2}$$

with a 95% confidence level and a margin of error of 0.05. Based on an average daily OPD attendance of approximately 200 patients, an initial sample size of 133 patients was calculated. To account for potential non-response, an additional 10% was added, resulting in a final sample size of 146 respondents.

Data Collection Tools

Data collection involved both structured questionnaires (adapted from SERVQUAL and PSQ-18) administered to patients and semi-structured interviews with staff. The questionnaires assessed patient satisfaction across various dimensions, including waiting time, staff attitude, facility environment, medicine availability, and laboratory services.

Data Analysis

Data analysis was performed using SPSS version 26.0, employing descriptive statistics, chi-square tests, and pearson correlation ($\alpha = 0.05$) analysis to identify associations and predictors of patient satisfaction.

Validity and Reliability

Tools underwent expert review, piloting ($n=15$), and internal consistency testing (Cronbach's $\alpha \geq 0.70$).

Ethical Considerations

Ethical approval was obtained from the hospital administration. Participation was voluntary and informed consent obtained from all participants prior to data collection.

Results

Participants Socio-Demographic Data

The study involved 146 patients attending the Out-Patient Department (OPD) of General Family Hospital, Yendi. The demographic profile of the respondents indicated that the majority were aged 25–34 years (35%), female (58.2%), married (61%), and NHIS-insured (86.3%). Nearly half (45.2%) were first-time visitors.

Table 1: Frequency distribution of respondents' biographic data (N=146)

Variable	Freq uenc y	Percent age (%)
Age		
18-24	27	18.5
25-34	51	35.0
35-44	38	26.0
45+	30	20.5
Gender		

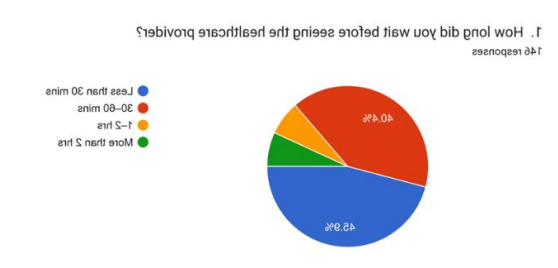
Female	85	58.2
Male	60	41.1
Prefer not to say	01	0.7
Highest Level of Education		
No formal education	38	26.0
Basic	28	19.2
Secondary	38	26.0
Tertiary	42	28.8
Marital Status		
Single	52	35.6
Married	89	61.0
Widow	04	2.7
Divorced	01	0.7
Occupation		
Trader	37	25.3
Health worker	13	8.9
Farmer	23	15.9
Student	16	11.0
Unemployed	22	15.0
Others	35	23.9
Residence		

Yendi Township	101	69.2
Surrounding Community	43	29.5
Others	02	1.3
Health insurance (NHIS) status		
Insured	126	86.3
Not insured	20	13.7
Frequency of OPD visits to the facility		
First time	66	45.2
2–3 times	40	30.8
More than 3 times	35	24.0
Total Respondents	146	100.0

Waiting Time and Service Flow

A total of 45.9% of patients were seen within 30 minutes, while 40.4% were attended to within 30–60 minutes. Overall, 88.3% expressed satisfaction with the waiting time, and 91.1% agreed that the queuing system was well organized.

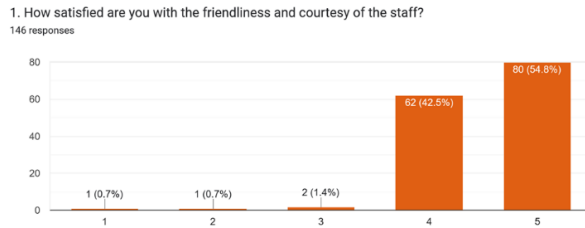
Figure 1: Responses on waiting time and service utilization



Staff Attitude and Communication

A total of 97.2% of patients were satisfied or very satisfied with staff friendliness, 89.7% agreed that communication was clear, and 91.1% indicated that their concerns were addressed respectfully; additionally, 93.2% expressed satisfaction with staff professionalism.

Figure 2: Responses on staff attitude and waiting time



Facility Environment

Regarding the physical environment, 67.1% of respondents were very satisfied with cleanliness, 66.4% were satisfied with the hospital's digital systems, and 60.3% felt comfortable in the waiting area, while 67.1% reported no challenges navigating the facility.

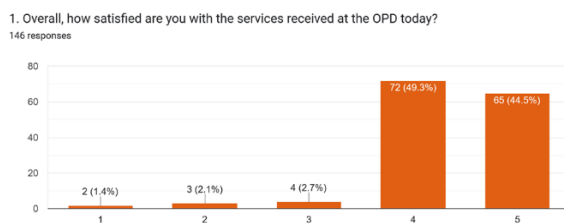
Medicine and Laboratory Services

Most patients (68.5%) received all their prescribed medications, while 26% received some of them. Laboratory efficiency was rated very satisfactory by 16.4% and satisfactory by 62.3%, and overall satisfaction with pharmacy services reached 82.9%.

Overall Satisfaction of OPD Services

Overall patient satisfaction at the Out-patient Department of the General Family Hospital was remarkably high at 93.8%. A substantial 96.6% of respondents stated they would recommend the hospital to others. Correlation analysis revealed that staff attitude ($r=0.694$, $p<0.001$) and facility environment ($r=0.611$, $p<0.01$) were the strongest predictors of overall patient satisfaction. This indicates that positive interactions with staff and a conducive physical environment significantly contribute to patient contentment.

Figure 3: Responses on overall satisfaction of OPD services



Correlation Analysis

Table 2: Correlation matrix of patient satisfaction and service factors

Variables	Correlation Coefficient (r)	p-value	Strength of Relationship
Waiting Time	0.523	0.002	Moderate Positive
Staff Attitude	0.694	0.000	Strong Positive
Facility Environment	0.611	0.001	Strong Positive
Medicine Availability	0.478	0.006	Moderate Positive
Laboratory Services	0.452	0.009	Moderate Positive

Note: All p-values are statistically significant at a 95% confidence level ($p < 0.05$), indicating that the observed relationships are not due to random chance.

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Discussions

This study aimed to assess patient satisfaction and healthcare delivery at the Out-Patient Department (OPD) of General Family Hospital, Yendi, Ghana. The findings reveal a high level of overall patient satisfaction, with specific factors such as staff attitude and facility environment being significant predictors.

The remarkably high overall patient satisfaction (93.8%) observed in this study aligns with the general trend of patients reposing confidence in private health facilities, as highlighted in the introduction (Bamfo & Dogbe, 2017). This high satisfaction rate, coupled with 96.6% of respondents willing to recommend the hospital, suggests that General Family Hospital is largely meeting or exceeding patient expectations. This contrasts with the often-reported lower satisfaction levels in public healthcare

facilities in Ghana, particularly in the northern regions, where overcrowding and resource limitations are prevalent (Ministry of Health (Ghana), 2023; Amponsah, 2015) .

The strong positive correlation between staff attitude ($r=0.694$) and patient satisfaction underscore the critical role of interpersonal communication and empathy in healthcare delivery. This finding is consistent with existing literature that emphasizes the importance of healthcare professionals' ability to provide quality health services that exceed patient expectations (Ahmad, et al., 2011). The high satisfaction with staff attitude (97.2%) indicates that the hospital's personnel are effectively engaging with patients, which is a key driver of positive patient experience.

Similarly, the facility environment ($r=0.611$) emerged as another significant predictor of satisfaction. A clean, comfortable, and well-organized environment contributes significantly to a patient's perception of quality care. This supports the notion that the tangibles dimension of service quality, as adapted from models like SERVQUAL, plays a crucial role in patient satisfaction. The positive feedback on cleanliness, comfort, and digital systems at General Family Hospital suggests that the hospital has invested in creating a conducive environment for its patients.

Waiting times were found to be relatively short, with 86.3% of patients seen within one hour. This is a notable achievement, especially when compared to the long waiting times often experienced in public OPDs in Ghana, which are known to negatively impact patient satisfaction and reduce health service utilization (Arkoh, 2025; Owusu, et al., 2024). Efficient patient flow management at General Family Hospital likely contributes to this positive outcome.

While medicine availability (68.5%) and laboratory services (78.7%) were generally satisfactory, they were identified as areas for improvement. The challenges of limited medication availability, high costs, and delayed laboratory results, as highlighted by the study, are common issues in healthcare systems, particularly in developing countries (Das, et al., 2018). Addressing these areas could further enhance patient satisfaction and overall quality of care. For instance, ensuring consistent availability of essential medicines and streamlining laboratory processes to reduce turnaround times would directly address patient concerns.

The study's findings contribute empirical evidence on patient satisfaction in a private healthcare setting in northern Ghana, a context that is often underrepresented in health systems research. It reinforces the relevance of Donabedian's quality framework, which considers structure, process, and outcome, in understanding and improving healthcare delivery in Ghana. The high satisfaction levels observed can be attributed to effective processes and structures within the hospital, leading to positive patient outcomes.

Conclusions

This study successfully assessed patient satisfaction and healthcare delivery at the Out-Patient Department (OPD) of General Family Hospital, Yendi, Ghana. The findings indicate a high level of overall patient satisfaction largely due to its dedicated staff and well-maintained environment. To further enhance healthcare delivery and sustain high satisfaction levels, the hospital should prioritize improving medicine availability and affordability, streamlining laboratory processes to reduce delays, and continuously investing in human resource capacity and infrastructure. These efforts will ensure continued trust and loyalty among patients and contribute to the broader improvement of healthcare services in the region.

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