

Comprehensive Quality Measurement of Delivered Care for pregnant women in Tabriz, Iran

Jafar Sadegh Tabrizi¹, Mohammad Asghari Jafarabadi², Shabnam Iezadi³,
Kamal Gholipour*³, Nasrin Farshbaf⁴, Ahmad Mardi⁵

Abstract

Background and objectives: Quality in health care has three main dimensions: Technical Quality, Service Quality and Customer Quality. This study aimed to assess the quality of delivered maternity care based on Comprehensive Quality Measurement in Health care (CQMH) model.

Material and Methods: This cross-sectional study was conducted with 185 pregnant women in their ninth month of pregnancy who were receiving maternity care from urban health centers and health posts in Tabriz in 2011. All participants were selected randomly from 40 health centers and health posts. Data were collected using researcher-based questionnaire which its validity was reviewed and confirmed by 10 experts and its reliability was confirmed according to Cronbach's alpha index (Service Quality (SQ); $\alpha = 0.85$, Technical Quality (TQ); $\alpha = 0.77$, Costumer Quality (CQ); $\alpha = 0.71$). Final scores for each dimension were referred on a 0-100 scale with high values indicating better quality. Independent Samples Test and ANOVA followed by Tukey HSD Post Hoc Test were conducted to compare CQ, SQ, TQ and QI score between categorical variables. Data were analyzed using the SPSS-17 statistical package.

Results: The average Quality Index was 58.59 of a 0-100 scale and average SQ, TQ, CQ score were 75.3, 40.54, and 67.79 respectively. The results regarding customer quality indicates that the majority of the mothers remained in active participation and taking action phase. There was a significant gap between received maternity care and recommended standards. The quality of inter-personal and non-technical aspects of prenatal care is poor.

Conclusion: Quality Index indicates that the current situation was concerning about quality of care from the patients' perspective. Empowering pregnant women by engaging them in the service delivery process and decision making can promote costumer quality and pregnant women's ability to take good decision and good action and improve other aspects of quality.

Key Words: Maternity Care, Costumer Quality, Service Quality, Technical Quality, Customer' Perspective, Iran

1. Associate Professor of Health Services Management, Tabriz Health Services Management Research Center, Department of Health Services Management, Faculty of Management and Medical Informatics, Tabriz University of Medical Sciences, Tabriz, Iran

2. Assistant Professor of Biostatistics, Medical Education Research Center, Faculty of Health, Tabriz University of Medical Sciences, Tabriz, Iran

3. PhD candidate for Health Services Management, Iranian Center of Excellence for Health Management, Faculty of Management and Medical Informatics, Student Research Committee, Tabriz University of Medical Sciences, Tabriz, Iran (**Email:** gholipourk@tbzmed.ac.ir)

4. Expert of population and family health, East Azerbaijan Provincial Health Centre, Tabriz University of Medical Sciences, Tabriz, Iran

5. MD, Chief Operating Officer, East Azerbaijan Provincial Health Centre, Tabriz University of Medical Sciences, Tabriz, Iran