

Customer Quality And Maternity Care

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ABSTRACT

Background and Objectives: Customer Quality (CQ) refers to customer's characteristics and related to the consumer knowledge, skills and confidence to be actively participating with health team in right decision making, appropriate activities and changing environment and their health related behaviors. The purpose of this study is measuring customer quality of pregnant women during pregnancy

Materials and Methods: A cross-sectional study conducted with 185 pregnant women who were received maternity care from urban health centers and health posts in Tabriz. All participants were selected randomly from 40 health centers. Customer Quality based on the modified questionnaire Patient Activation Measure (PAM) will be measured. Questionnaire content validity was reviewed and confirmed by 10 experts and its reliability was confirmed based on Cronbach's alpha index ($\alpha = 0.714$). Spss 17 was used for data analysis.

Results: Only 14% of participant reported the highest Customer Quality score and ability to change the action by changing health and environment and the mean costumer quality score of participation was equal 67.79 (± 11.29). Participants who received care from midwife, had better evaluation of overall quality of care and participants who registered to health center at second gestation than who register in health center in first gestation reported a higher Customer Quality score.

Conclusion: empowering pregnant women by participating them in service delivery process and decision making can promote costumer quality, in addition by training health care providers to take greater role to women and use of their capacity to improve quality of care, health system could achieve to its goals.

Key words: customer quality, maternity care, health centers and health posts

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