

CUSTOMER SATISFACTION IN THE CONTEXT OF MEDICAL LABORATORY SERVICES RESEARCH MODEL

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SUMMARY

60 Pages, 10 charts, 22 pictures, 56 references.

The work consists of main parts: the analysis of literature, the research and its results, conclusion and recommendations.

The paper has the following methods: 1. a systematic analysis of the scientific literature 2. biomedical research laboratory performance monitoring and performance analysis 3. laboratory clients (users) survey. The results were analyzed using SPSS 20.0 statistical software package. SPSS program was used for tests: crosstab χ^2 , Cronbach's alpha, blocked evaluation analysis of variance (RM (Repeated-Measures) ANOVA) 4. laboratory quality manual in-depth interviews 5. the method of synthesis - the summary of scientific literature and the author's analysis of the survey data fusion model was developed that integrates customer satisfaction biomedical laboratory testing and evaluation of a series of measures.

Health care quality and its management is becoming one of health care priorities both in Lithuania and Europe as well as in the world. A medical service is composed by a provider represented by the medical staff and a framework that carries out their work. Quality and risk management systems concepts are becoming more widely used in their speech, by the responsible with those services at European and national level.

Private medical laboratories competitiveness is directly related to the ability to consistently and continuously improve, a long time to meet all the stakeholders of existing and implied needs. Customer satisfaction survey in the private media is very important process, because the company can identify areas for improvement, as well as to assess the organizations successful. The article analyzes the most commonly used service quality evaluation models

and their application possibilities customer needs and expectations through biomedical research laboratory. Based on the analysis of literature and authors conducted a study, the authors provide customer satisfaction survey conceptual model for biomedical research laboratories. A quality medical services can be attained through a rigorous and effective management.

Master's thesis writing course the author developed for customer satisfaction biomedical laboratory research and evaluation model was introduced in 2015. 16 October. synlab Lithuania leadership meeting. A management decision to deploy this model and other job offers laboratory quality improvement activities (see annex 1).

According to the master's thesis research results in 2015, 22 October the author gave a presentation entitled "Consumer satisfaction with medical laboratory" at National scientific-practical conference "Lithuanian economic growth and stability in the strategic directions (see annex 2), and published scientific articles in the proceedings of this conference (see annex 3).