

Bulletin Design to Improve Patient's Hospital Satisfaction

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Keyword

Sign system
Bulletin design
Patient's hospital satisfaction
Visibility
Readability
Utility

Introduction

The *sign system* in the hospital is the most intuitive factor that patients rely on in the long journey of reception, waiting, examination, and treatment.

The Sign

Guiding the movement
Serving to indicate the location
Systematically designed by designers

The bulletin

Delivering various necessary information
Infection control Hospital certification Action guidelines
Posted by employees as needed

The bulletin attached indiscriminately has a problem that it makes difficult to acquire information and causes disorder in the hospital environment.

Purpose

The purpose of this study is to derive improvement plans for bulletin design to improve patient's hospital satisfaction.

Methods

Twelve bulletin design elements were derived through literature analysis. With these elements, *a satisfaction survey* on a 5-point scale was conducted according to the age-specific ratio of patients at the Hospital (N=200). The overall satisfaction with the hospital bulletins was **3.67**, and they answered that the contents were easy to understand and were generally helpful. *Nevertheless*, they did not check the contents of the bulletins well, and the satisfaction was low with the number of bulletins and the font size. As a result of conducting a factor analysis that grouped twelve factors with common attributes, it was reduced to *visibility, readability, and utility* (KMO=.886, p=.000). The elements for each factor are as follows.

Visibility is composed of harmony with hospital, uniformity, proper location, and understanding of content; *Readability* with easy to read, font size, bulletin size, bulletin number; *Utility* with content check, helpful content, visual prominence. *Color* was excluded due to commonality.

Results

As a result of regression analysis with three factors as the independent variable and the patient's hospital satisfaction as the dependent variable, *all three factors were determined to have an effect on patient's hospital satisfaction* ($R^2=.235$, $p=.000$). It is a meaningful conclusion that the design of bulletins in the hospital affects patient's hospital satisfaction with an explanatory power of **23.5%**. The importance was analyzed in the order of *readability* ($B=0.338$), *visibility* ($B=0.263$), and *utility* ($B=0.227$). However, as a result of the satisfaction analysis above, since the satisfaction with the readability was the lowest, it can be seen that in order to improve the hospital satisfaction in the future, *the readability improvement should be made first*.

CONCLUSION

In order to improve bulletins, it is necessary to induce voluntary management by establishing principles for design elements and factors as above and forming a consensus through employee education who posts bulletins.

