Bulletin Design to Improve Patient’s Hospital Satisfaction

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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 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** (R²=.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.*