



Patient Satisfaction: Money Back Guarantee Test

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“How can I make sure my patients are satisfied every time they come to my health center?”

What would happen if every patient knew they are entitled to wait for no more than 30 minutes to be seen in a pleasant and clean environment by a provider that every time is friendly, addresses them

by name and explains what is wrong and what to do about it? Would they be satisfied? What would happen if you decided to give every patient their money back if they are not treated in this way? Would staff's attitude change? How would you and your staff behave and work if patients could ask for their fees back if they are not satisfied with the quality of care received? This is the **Money Back Guarantee Test**. Try it.

If you believe the way patients are treated in your health center would be different if there were a money back guarantee, then you need to think of what needs to change. Some things are more difficult to change. There are not enough health workers in developing countries, staff's salaries are low, stockouts of medicines are frequent and supervisors are not as supportive as they should be. Our brains are trained to think of excuses to explain why we do things. The problem with excuses is that they do not help us improve what do. Excuses disempower us. Excuses tell us the blame and therefore, the responsibility for what **we** do belongs to someone else. When you take responsibility for your job of satisfying patients' needs, you help yourself; you are empowered to do your best under any circumstances.

STOP! Instead of wasting your time thinking of excuses, empower yourself! Ask yourself: what is the **minimum** I can do **in spite of** not having enough staff, medicines, equipment, salary or supportive supervisors? Here is some suggestions:

1. Look at patients, smile, greet them in a friendly manner, address them by their name and listen to them and answer their questions
2. Show them how to mix ORS to prevent dehydration in children
3. Explain why they need to use a condom to protect themselves from sexually transmitted infections every time they have sex
4. Explain they need to use a bednet to protect themselves from Malaria
5. Immunize their children
6. Help them decide to deliver babies in a facility with a trained provider
7. Help them to complete their treatment and come back to see you if they do not get better or have questions or problems.

What would happen if you did this with every patient every day? Would your patients be satisfied? Take the MBG test. Let us know what you can do in spite of difficulties. We'll include your ideas and your name in the next issue of **Innovations!**

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Innovations shares the international experience of Dr. Elvira Beracochea and the MIDEGO team. If you have a question about how to improve healthcare or comments on this month's newsletter, please write to Dr. Elvira Beracochea at elvira@midego.com.

About Dr. Elvira

Dr. Elvira Beracochea is an international public health consultant. Elvira coaches health workers to innovate and improve the quality of health services. She is the founder, President and CEO of MIDEGO, Inc.

About MIDEGO, Inc.

MIDEGO is committed to be a global partner in reaching the Millennium Development Goals (MDGs) and improving quality of life.

Our mission is to assist you and your organization to improve health care and reach the MDGs, one day - one percent at a time.

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