Assessment on the Effectiveness of the Promotion of the Patients’ Charter in Tuen Mun Hospital in the Past Four Years (2010 to 2014)

Tang KS(1), Wong PMB(1), Tsui LS(1), Ho CLC (1)
(1) Quality & Safety Division, NTWC

Keywords:
Assessment
Effectiveness
Promotion
Patients’ Charter
Tuen Mun Hospital
Survey

Introduction
Patients’ rights and responsibilities should be well understood by hospital staff and patients so as to improve the relationship between patients and staff, and maximize the effective use of hospital resources. In this regard, Tuen Mun Hospital (TMH) have initiated a series of promotion strategies of the Hospital Authority (HA) Patients’ Charter for increasing the awareness of patients’ rights and responsibilities by both patients and staff. A survey was conducted after the promotion to assess the effectiveness of the strategies.

Objectives
(1) To assess the current staff’s and patients’ awareness to the existence of The Patients’ Charter and compare the result with 2010. (2) To evaluate the effectiveness of the promotion strategies by checking patients’ overall understanding of the Patients’ Charter and compared the survey result in 2010.

Methodology
The promotion strategies included production of 10 pull up banners with attractive cartoon and placed in strategic locations such as lift lobbies, waiting areas of pharmacy and Accident and Emergency Department; and upload the Patients’ Charter information in the hospital internet website in different languages. An university summer intern was recruited to assist in the conduct of the qualitative survey through interview with both patients and staff regarding the awareness of Patients’ Charter. In the second stage, the result of the survey was compared with the same survey that was conducted in 2010.
Result
A total of 140 questionnaires (62 from staff and 78 from patients) were collected with during the period from July to August 2014. About 95% of staff was aware of the Patients' Charter, compared to 77% in the same survey in year 2010. On the other hand, the awareness of Patients' Charter by patients were increased from 10% in 2010 to 60% patients in 2014. Besides, 37% of patients understand the content of The Patients' Charter, e.g. they can give examples of both patients’ right and responsibility compared to only 7% of patients could show their understanding of content of Patients' Charter in 2010. Conclusion: It is proved that the promotion of The Patient's Chapter has been conducted effectively so it is recommended to keep on with the current promotion channels and strength.