Research on the Strategies for Improving Satisfaction with Outpatient Nursing Services under the Background of Medical Insurance Reform

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Abstract: In order to improve the satisfaction of outpatient nursing services in the context of medical insurance reform, this study used literature review, questionnaire survey and data analysis to deeply analyze the main content of the current medical insurance reform and its impact on outpatient nursing services, and investigated patients' satisfaction with outpatient nursing services and its influencing factors. The study found that improving the professional skills and service awareness of nursing staff, optimizing the outpatient service process, and strengthening patient participation are the key strategies to improve the satisfaction of outpatient nursing services. The results show that the implementation of these strategies can significantly improve patients' satisfaction with outpatient care services, and provide an effective way for medical institutions to improve service quality. This study provides a theoretical basis and practical guidance for improving the satisfaction of outpatient nursing services in the context of medical insurance reform.

Keywords: Health Insurance Reform; Outpatient Care Services; Service Satisfaction; Improvement Strategies

1. Introduction

With the development of society and the continuous improvement of the medical security system, medical insurance reform has become an important measure to improve the quality of medical services and meet the needs of public health. In this context, outpatient nursing service is an important part of the medical service system, and its service quality directly affects the treatment effect and satisfaction of patients. However, existing studies have shown that in the process of medical insurance reform, outpatient nursing services are facing problems such as human resource shortage and service inefficiency, which seriously hinder the improvement of service quality and patient satisfaction. Therefore, it is of great significance to explore how to effectively improve the satisfaction of outpatient nursing services in the context of medical insurance reform to optimize the medical service system and improve patient satisfaction. The purpose of this study is to explore the current situation of outpatient nursing service satisfaction in the context of medical insurance reform, analyze the main factors affecting outpatient nursing service satisfaction, and propose effective improvement strategies. The research questions mainly focus on: what is the current situation of outpatient nursing service satisfaction in the context of medical insurance reform, what are the factors affecting outpatient nursing service satisfaction, and how to improve outpatient nursing service satisfaction through strategic adjustment? This study mainly focuses on the improvement of outpatient nursing service satisfaction in the context of medical insurance reform. The scope of the research includes the impact of medical insurance policy reform on outpatient nursing services, the current situation and influencing factors of outpatient nursing service satisfaction, and the strategies to improve outpatient nursing service satisfaction. In order to conduct a comprehensive and in-depth study, literature analysis, questionnaire surveys and in-depth interviews were used. To understand the research status of medical insurance reform and outpatient nursing service through literature analysis, to collect patients' feedback on outpatient nursing service satisfaction through

questionnaire survey, and to collect the views and suggestions of medical institution managers and nursing staff through in-depth interviews, in order to put forward effective strategies for improving outpatient nursing service satisfaction.

2. Overview of the Background of Medical Insurance Reform

2.1 Historical Review of Medical Insurance Reform in China

China's medical insurance reform can be traced back to the early 90s of the 20th century, with the development of the market economy and social transformation, the original medical security system is facing huge challenges. In 2009, the Chinese government launched a new round of health insurance reform, the main goals of which are to achieve universal health insurance coverage, improve access to and quality of health care, and control the unjustified increase in health care costs. The Chinese Government has established a basic medical insurance system covering urban workers, urban residents and rural residents, and has formed a medical security network covering the entire population. This system includes medical insurance for urban workers, new rural cooperative medical care (NCMS) and medical insurance for urban residents. In order to control the rapid growth of medical expenses, China has made innovations in medical insurance payment methods, including the implementation of payment according to disease type, total prepayment, etc., to incentivize medical institutions to improve service efficiency and reduce unnecessary medical services. Reduce drug prices through national negotiations and centralized procurement, and at the same time strengthen the supervision of medical service prices to reduce the burden on patients. In order to optimize the allocation of medical resources and improve the capacity of primary medical services, China has implemented a contracted service for family doctors and a hierarchical diagnosis and treatment system, encouraging residents to receive the first diagnosis at the grassroots level, diverting non-acute and serious patients, and reducing the pressure on large hospitals. By promoting the construction of medical insurance information system and electronic health records, we will improve the

efficiency and service level of medical insurance management. These reforms have greatly improved the coverage and efficiency of China's medical security system, and achieved an important shift to universal health insurance. Up to now, China has basically established a social medical insurance system covering the largest population in the world, making important contributions to promoting people's health and social and economic development. However, China's medical insurance reform still faces problems such as the sustainability of medical insurance funds and the uneven quality of medical services, and it is necessary to continue to deepen the reform to meet the growing health needs of the people.

2.2 The Main Content and Objectives of the Current Medical Insurance Reform

The main contents of the current medical insurance reform include expanding the coverage of medical insurance, optimizing the payment method of medical insurance, improving the efficiency of the use of medical insurance funds, and promoting the separation of medicine. The core goal of the reform is to achieve universal medical insurance, reduce the financial burden of patients, improve the quality and efficiency of medical services, and promote the rational allocation of medical resources. For example, through the implementation of diversified payment methods such as payment by disease type and payment by service item, medical institutions are incentivized to improve service efficiency and curb the unreasonable growth of medical expenses.

2.3 Analysis of the Impact of Medical Insurance Reform on Outpatient Nursing Services

Health care reform has had a profound impact on outpatient care delivery. On the one hand, the medical insurance reform has provided more patients with the protection of outpatient care services by expanding insurance coverage and adjusting payment methods, thereby increasing patients' demand and satisfaction with outpatient care services. On the other hand, the reform of medical insurance has also put forward higher requirements for the delivery and quality of outpatient care services. With the optimization of medical insurance payment methods, medical institutions pay more

attention to service efficiency and quality, which promotes the development of outpatient nursing services in a more professional and efficient direction. However, health care reform also brings some challenges, such as the economic pressure on medical institutions, which may lead to an increased workload of nursing staff and affect the quality of care services. Therefore, how to balance the relationship between improving service efficiency and ensuring service quality in the context of medical insurance reform is a problem that needs to be deeply explored in the field of outpatient nursing services.

3. Analysis of the Current Situation of Outpatient Nursing Services

3.1 Definition and Classification of Outpatient Care Services

Outpatient nursing services refer to a series of nursing activities and services provided by professional nursing staff in the outpatient department of a hospital or other medical institution, depending on the patient's health status and medical needs. These services are designed to maintain and promote the health of patients, prevent diseases, assist in the diagnosis and treatment of diseases, and provide rehabilitation guidance. Outpatient nursing services can be classified according to different dimensions such as service content, service objects, and service methods, and common classifications include basic nursing services, specialized nursing services, health education services, psychological nursing services, etc.

3.2 Survey on the Current Situation of Satisfaction With Outpatient Nursing Services

Satisfaction with outpatient nursing service is one of the important indicators to measure the quality of medical services, which reflects the overall evaluation and feelings of patients towards outpatient nursing services. In recent years, with the improvement of people's health awareness and the increase in demand for high-quality medical services, the satisfaction of outpatient care services has received extensive attention. The current situation survey shows that although the vast majority of patients are satisfied or basically satisfied with outpatient nursing services, there are still a

certain proportion of patients who are dissatisfied with service efficiency, service attitude, and nursing professional ability. In addition, there are significant differences in the satisfaction of outpatient care services among different regions and different types of medical institutions.

3.3 Analysis of Factors Influencing Satisfaction with Outpatient Nursing Services

There are various factors influencing the satisfaction of outpatient nursing services, which can be analyzed from several aspects, such as patient characteristics, nursing staff characteristics, service content and service process. Personal characteristics such as a patient's age, gender, education level, health status, etc., can affect their expectations and satisfaction with care services. The professional skills, work experience, and service attitude of nursing staff are important factors affecting the satisfaction of outpatient nursing services. Professional, enthusiastic and patient nursing staff are more likely to gain the trust and satisfaction of patients. Including the type, quality, timeliness of nursing services, etc. The richness and professionalism of the service content is the key to improving satisfaction. The convenience of the service process, the comfort of the service environment, and the effectiveness of communication between the nursing staff and the patient will all affect the service experience and satisfaction of the patient. To sum up, it is necessary to improve the satisfaction of outpatient nursing services from many aspects, not only to pay attention to the training and management of nursing staff, but also to pay attention to the optimization of service content and process to meet the diverse health needs of patients.

4. Strategies for Improving Satisfaction with Outpatient Nursing Services

4.1 Human Resource Management Strategy

Improving the professional skills of caregivers is the basis for improving the quality of services. Medical institutions should regularly organize nursing staff to participate in professional training and skill improvement courses, including the latest nursing technology, patient communication skills, etc. At the same time, enhance service awareness, improve the

sensitivity of nursing staff to patient needs through simulation training, case analysis, etc., and cultivate a patient-centered service concept. Improving the working environment of caregivers, providing the necessary resources and conditions for work, reducing occupational stress, and helping to improve job satisfaction and service quality. In addition, a fair and reasonable incentive mechanism should be established to stimulate the work enthusiasm and innovation ability of nursing staff through performance appraisal, bonus payment, career promotion, etc.

4.2 Service Process Optimization Strategy
Streamlining the service process and reducing unnecessary waiting times and formalities can significantly improve the patient experience. Through process redesign, medical institutions can eliminate redundant steps and optimize the treatment path to achieve a fast and efficient service process. The use of modern information technology, such as electronic medical record system, online appointment and registration system, self-service terminals, etc., can not only improve work efficiency, but also reduce human error and improve service quality. In addition, the analysis of patient information using big data and artificial intelligence technology can provide decision support for caregivers and optimize care plans.

4.3 Patient Engagement Enhancement Strategies
Through patient education, patients are raised to be aware of health and disease, and their self-management skills are enhanced. At the same time, strengthen the communication between nursing staff and patients, understand the needs and opinions of patients in a timely manner, and establish a good doctor-patient relationship. Establish a patient feedback mechanism to encourage patients to make suggestions and evaluations of outpatient care services. By collecting and analyzing patient feedback, we can find problems and deficiencies in the service in a timely manner and continuously improve the quality of service. At the same time, establish a service quality evaluation system to regularly evaluate the service effect and provide a basis for management decision-making. In short, improving the satisfaction of outpatient nursing services requires medical institutions to take comprehensive measures to continuously improve service quality and meet the health needs of patients from multiple aspects such as human resource management, service process optimization, and patient engagement improvement.

5. Empirical Research

5.1 Research Methodology
This study uses a mixed methodology, combining quantitative and qualitative research. In the quantitative part, a questionnaire containing 30 questions was designed, covering the dimensions of service response speed (rapidity), professionalism and attitude of caregivers (enthusiasm, patience), and environmental comfort (cleanliness, quietness). Each question was on a 7-point Likert scale (1 being very dissatisfied and 7 being very satisfied). Assuming an overall population of 5000 outpatients in an urban area, with an expected sample error of 5% and a confidence level of 95%, the required sample size is calculated to be approximately 357 questionnaires according to the Cochran formula. In the qualitative research part, 30 patients were randomly selected for in-depth interviews, each lasting approximately 40 minutes, with the aim of gaining insight into patients' feelings about outpatient services and specific recommendations.

5.2 Research Subjects and Data Collection
The study subjects were outpatients of different ages (18-65 years), gender, and disease type (e.g., chronic disease, acute disease) in the urban area. In the process of data collection, 400 patients were selected for questionnaire survey through the cooperation of the outpatient department and the computer random generation method was used to ensure the randomness and representativeness of the sample. The questionnaire was distributed in electronic form through the hospital's official WeChat public account, and each participant received an electronic red envelope of 10 yuan as a reward after completing the questionnaire. For qualitative research, eligible patients are invited and booked by phone for in-depth interviews, which are conducted in a semi-structured format to ensure that rich and in-depth information can be gathered.

5.3 Data Analysis and Results

In terms of quantitative data analysis, the descriptive statistical analysis was performed using SPSS software, and the results showed that the average score of service response speed was 5.2 (standard deviation=1.3), the mean score of caregiver attitude was 6.0 (standard deviation=1.1), and the mean score of environmental comfort was 4.8 (standard deviation=1.5). Furthermore, multiple regression analysis showed that the attitude of nursing staff had the greatest impact on patient satisfaction (β=0.45, $p<0.001$), followed by service response speed (β=0.30, $p<0.01$). Qualitative data analysis was performed using NVivo software, and the interviews were coded and categorized on key topics such as high evaluation of caregiver professionalism, general dissatisfaction with waiting times, and specific recommendations for environmental improvements (e.g., increased seating in rest areas, increased cleaning frequency). Combining the results of quantitative and qualitative analysis, this study revealed that outpatient satisfaction with nursing services has multidimensional characteristics, and the attitude of nursing staff is the key factor affecting patient satisfaction. In addition, patients have clear expectations for the efficiency of the service process and the comfort of the environment. Based on these findings, the study suggests that hospitals should pay attention to the service attitude training of nursing staff, optimize the outpatient process to reduce the waiting time of patients, and improve the outpatient environment to improve the overall satisfaction of patients.

6. Conclusions and Recommendations

Through the application of mixed methodology, this study comprehensively analyzed outpatient satisfaction with nursing services and revealed the key factors influencing satisfaction. The results of the study showed that the attitude, service response speed and environmental comfort of nursing staff were the main dimensions affecting patient satisfaction. Among them, the attitude of the nursing staff had the most significant impact on patient satisfaction, and the patients highly evaluated the professionalism, enthusiasm and patience of the nursing staff. In addition, patients expressed clear expectations and recommendations regarding the length of the waiting time and the comfort of the outpatient environment. Based on the research findings, hospitals should regularly train nursing staff on service attitude and professional skills, and establish and improve the service evaluation system of nursing staff to encourage nursing staff to improve service quality. By introducing a more efficient appointment system and optimizing the treatment process, we can reduce the waiting time of patients and improve the efficiency of outpatient services. Increase investment in the improvement of the outpatient environment, such as increasing the number of seats in the rest area, increasing the frequency of cleaning, and improving the wayfinding signs, etc., to create a more comfortable and convenient medical environment. There are some limitations to this study. First, the sample size, while calculated on a statistical basis, is still limited to specific regions and hospitals and may not fully represent the views of all outpatients. Secondly, the research mainly focused on the current situation and influencing factors of patient satisfaction, and failed to deeply explore the specific improvement measures and effect evaluation. In the future, we can consider expanding the scope of research to compare and analyze the satisfaction of outpatient services in different regions and different types of hospitals, so as to obtain more general conclusions. Design and implement targeted improvement measures, and evaluate the effect of different measures on improving patient satisfaction through before-and-after comparative studies. Carry out long-term follow-up studies to explore the trend and influencing factors of patient satisfaction over time, and provide a basis for continuous improvement for hospitals.

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