

ABSTRACT

In current market conditions, even a healthcare facility has to stack up against competition. An effective quality control of the health care provided, and an excellent perception of customers' needs are crucial, in order to achieve this objective. Customer satisfaction represents important feedback from the clients. Taking this into account, any healthcare facility should measure and evaluate satisfaction of the customers, having as an objective, a permanent improvement of the services provided. The aim of this thesis is to measure healthcare quality in a healthcare laboratory through evaluation of a questionnaire survey on patient satisfaction. The thesis consists of a theoretical and an empirical part. The theoretical part describes quality control systems in healthcare laboratories, defines the concepts of product, marketing and marketing mix "C". It also focuses on the patient, as a priority customer of the healthcare system, and defines the main reasons for examining their satisfaction. The empirical part gives firstly, an overview of activities of a particular healthcare laboratory. Subsequently, it describes the research performed and interprets the data received. There are 69.7 % of patients satisfied with the provided laboratory services. The satisfaction is determined by their age and by the number of completed laboratory tests. Finally, based on this research and data, the thesis gives recommendations. The main recommendations are as follows: to renovate the waiting room and the sanitary facilities, to give patients better information, and to focus on building better relationship between patients and the healthcare laboratory.

Keywords:

Healthcare laboratory, patient satisfaction, service quality, quality control systems, patient – customer, product, healthcare marketing, marketing mix "4C", CRM.