

DOCTOR-PATIENT COMMUNICATION IN RELATION TO PATIENT SATISFACTION  
REFLECTING THE HOSPITAL'S IMAGE AT AGA KHAN UNIVERSITY HOSPITAL, NAIROBI

by

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APPROVAL

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DECLARATION

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REFLECTING THE HOSPITAL'S IMAGE AT AGA KHAN UNIVERSITY HOSPITAL,  
NAIROBI

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit

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## LIST OF ABBREVIATIONS AND ACRONYMS

AKUH, N	Aga Khan University Hospital, Nairobi
ISERC	Institutional Scientific and Ethical Review Committee
DPC	Doctor Patient Communication
ICS	Interpersonal Communication Skills
NACOSTI	National Council for Science and Technology
SERVQUAL	Service Quality Model
SPSS	Statistical Package for Social Science

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## ABSTRACT

Doctor-patient communication is one of the dimensions of service quality which is associated to patient's satisfaction. Currently, hospitals are compelled to provide excellent services to patients due to change in patient's tastes and preference, stiff competition and need for hospitals to be recognized as providers of quality services by international organizations. This study set to identify the most satisfactory doctor communication skills during doctor-patient communication at Aga Khan University Hospital and how it affects patient's satisfaction and hospital's image. The study was evaluated using Social Penetration Theory and Uncertainty Reduction Theory. The study adopted a descriptive research design. Data was collected from patients and doctors using online questionnaires and from center in-charges using in-depth interviews. Qualitative and quantitative data was obtained in the study. Data was coded and analyzed using Microsoft excel and SPSS 25 and results were presented in tables, graphs and charts. The findings revealed that reducing the communication barriers improved the level of influence of doctor-patient communication by 6.1%. The gender and age of doctors were identified as low barriers to effective doctor-patient communication while the patients were identified to have a challenge in understanding medical language. Furthermore, majority of patients were satisfied with the doctor communication skills and had a positive hospital image (M=4.18 to 4.35). The study concluded that patient level of satisfaction is linked to doctor's communication skills and it recommended the use of SERVQUAL model to assess doctor-patient communication in order to manage the barriers which hinder its effectiveness.

## DEDICATION

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