



DEVELOPING A **PATIENT-CENTERED CARE FRAMEWORK** IN A MEDICAL TOURISM FACILITY USING THE **SERVQUAL MODEL**

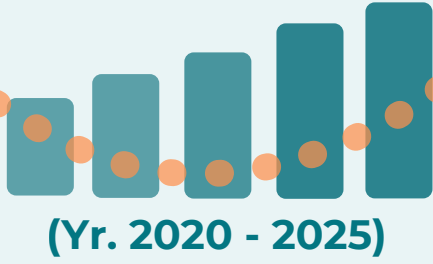
Author : **Javeson Roy C. Batuto** The Hospital at Maayo, Cebu , Philippines

INTRODUCTION

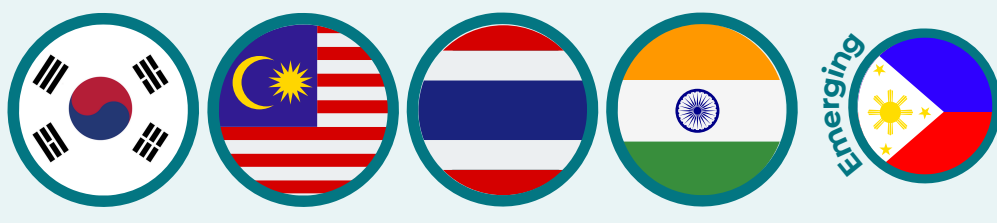
TOP THREE MEDICAL TOURIST



MEDICAL TOURISM



TOP FOUR ASIAN DESTINATIONS



PATIENT SATISFACTION



SERVQUAL MODEL



OBJECTIVES

This study aimed to assess the relationship between personal profile and perceptions on service quality and compared the perceptions on service quality of patients and nurses.

METHODOLOGY

DESIGN



Mixed-Method Explanatory Sequential

ANALYSIS

- Frequency Distribution
- Simple Percentage
- Mean Score & Standard Deviation
- Subtraction
- Chi Square with Carmer's V
- t-test

ENVIRONMENT

the **HOSPITAL** at **MAAYO**
(MEDICAL TOURISM FACILITY)
Mandaue City, Cebu, Philippines

POPULATION

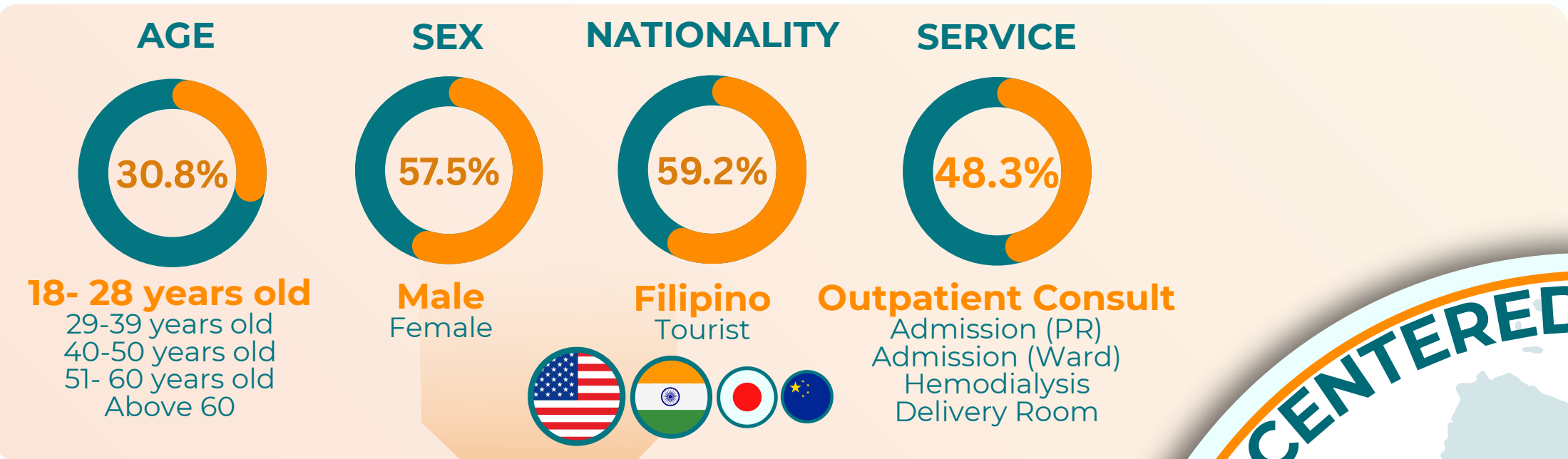


INSTRUMENT

SERVQUAL Based Survey Interview

RESULTS

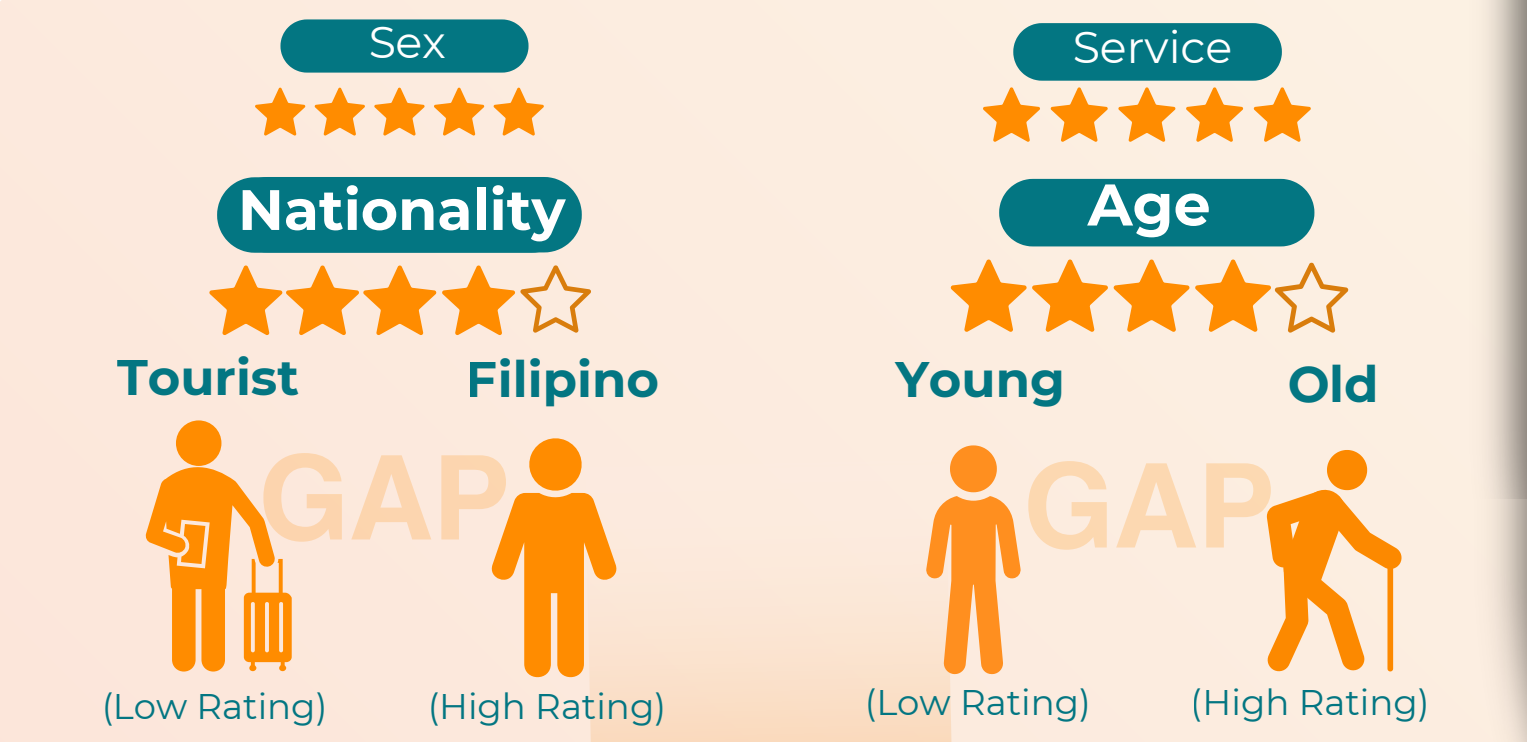
PATIENT Respondents



Perceived Gaps in Service Quality



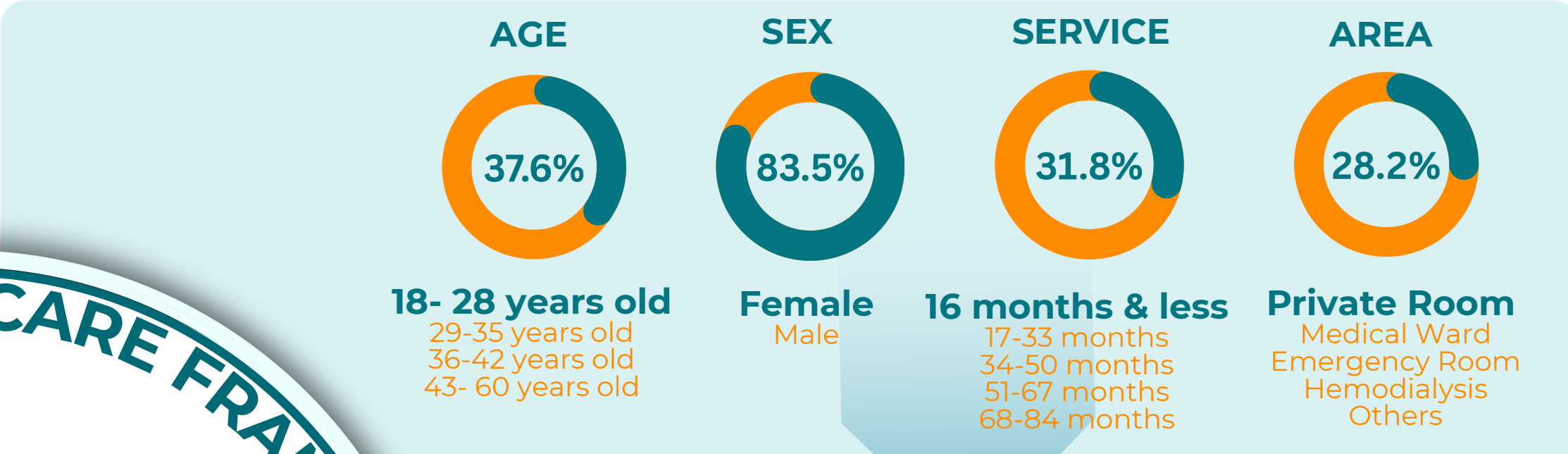
Relationship between the Personal Profile and the Perceived Gaps in Service Quality



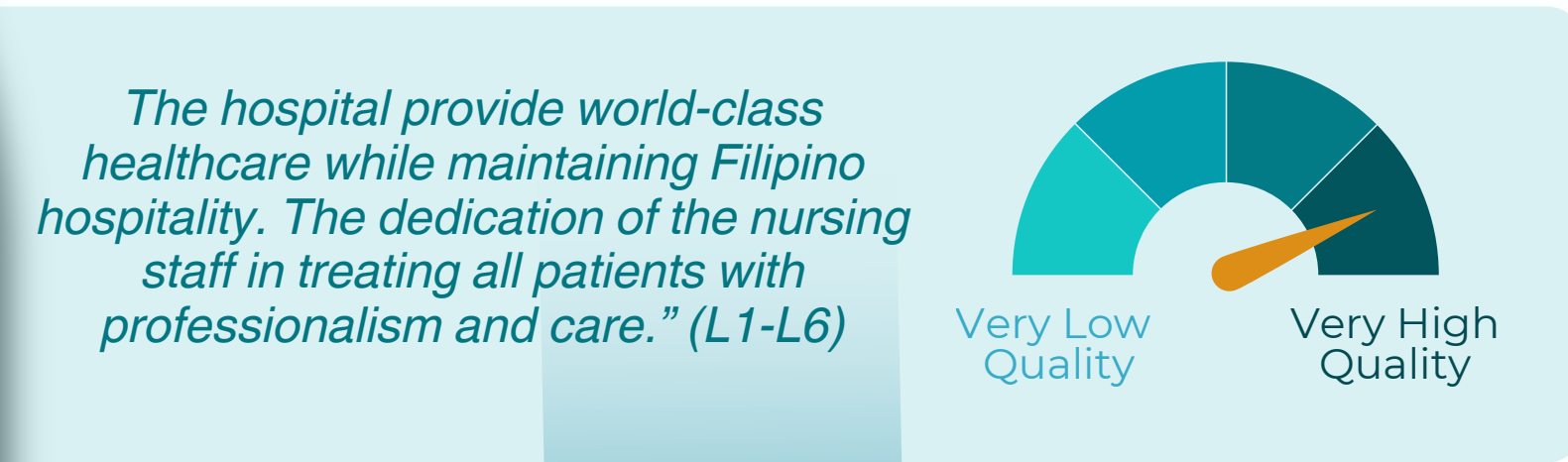
Difference between Perceived Gaps in Service Quality according to Respondents



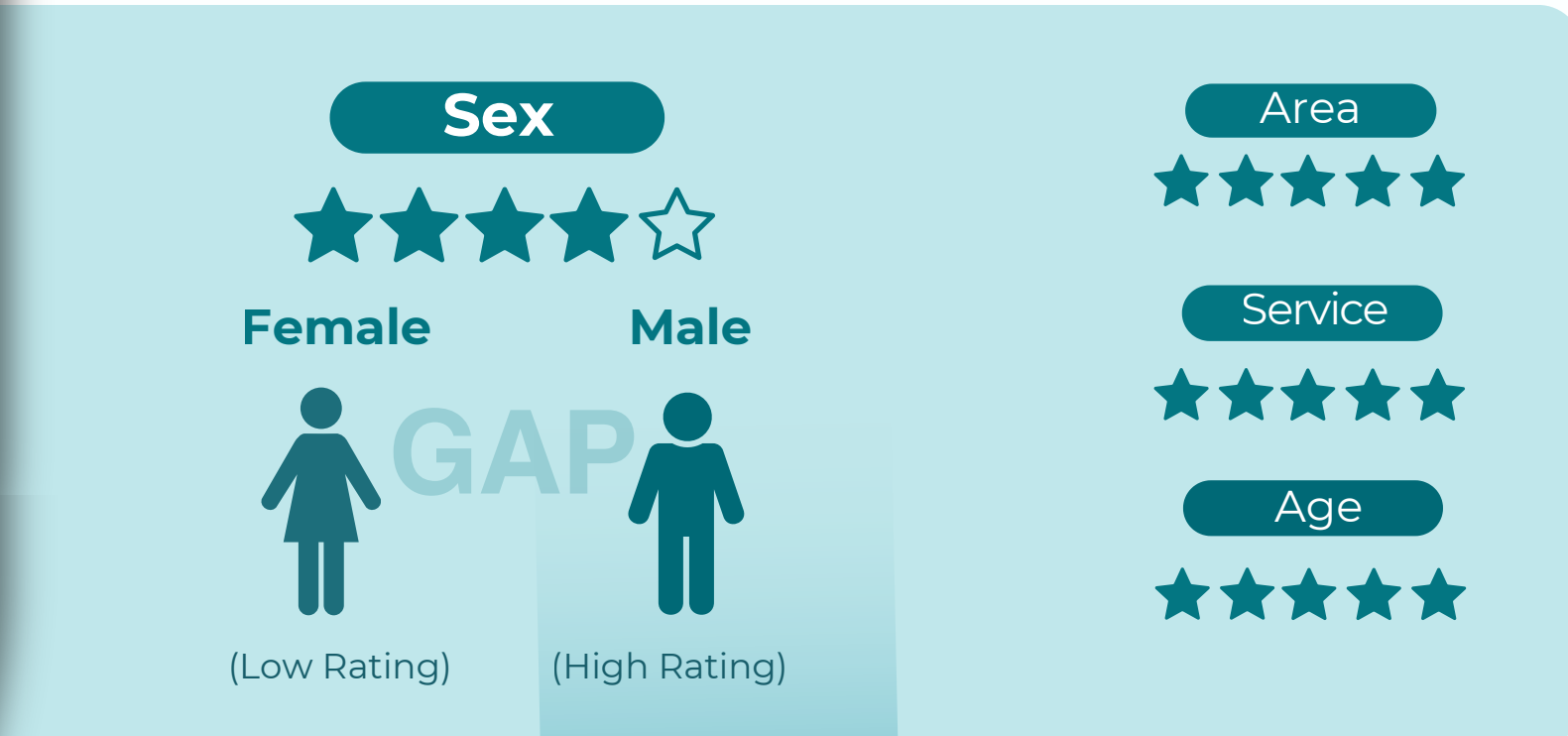
NURSE Respondents



Perceived Gaps in Service Quality



Relationship between the Personal Profile and the Perceived Gaps in Service Quality



Difference between Perceived Gaps in Service Quality according to Respondents



CONCLUSION

Patient perceptions of service quality vary by age and nationality, while nurses' views depend on sex. Patients rated care higher than nurses, underscoring the need to improve internal service culture. Integrating SERVQUAL with Patient-Centered Care emphasizes culturally sensitive practices, with the framework aiming to align perspectives, close quality gaps, and boost medical tourism competitiveness.

PCC FRAMEWORK



REFERENCES



RECOMMENDATIONS

Patient-centered care should be integrated in all healthcare settings through cultural competence, staff training, and evidence-based tools. Accreditation bodies must ensure that their policies emphasize empathy, sensitivity, and responsiveness in their implementation.. Education and training should embed PCC and cross-cultural care to build self-awareness and improve service quality.