

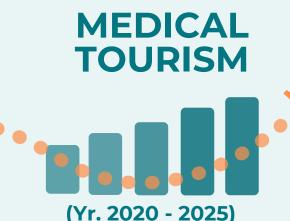
# DEVELOPING A PATIENT-CENTERED CARE FRAMEWORK IN A MEDICAL TOURISM FACILITY USING THE SERVQUAL MODEL

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## INTRODUCTION

**TOP THREE MEDICAL TOURIST** 







**TOP FOUR ASIAN DESTINATIONS** 







### **PATIENT SATISFACTION**

Empathy ★★☆☆☆ Responsiveness \*\* Cultural Sensitivity \*\* Overall Satisfaction \*\* (Medical Toursist Rating)

#### **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**



( MEDICAL TOURISM FACILITY ) **Mandaue City, Cebu, Philippines** 

#### **POPULATION**





INSTRUMENT



## **RESULTS**





Very Low

Quality

**Tourist** 

(Low Rating)

Male Female

Very High

Quality

**Filipino** 

(High Rating)

Reliability

Tangibles \*\*\*

Empathy \*\*\*

Assurance

Responsiveness \*\*\*

**Nationality** 

Relationship between the Personal Profile

and the Perceived Gaps in Service Quality

Difference between Perceived Gaps in Service

**Perceived Gaps in Service Quality** 

Young

(Low Rating)

Quality according to Respondents

Very Low Quality

"The hospital was clean, the staff

were professional, and

accommodation in the private room

was excellent." (L1-L2)





Old

(High Rating)

**OVERALL SERVICE QUALITY** 

Very High

Quality

**SERVICE** 

SERVICE

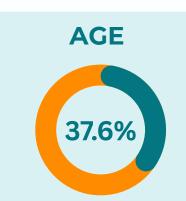
PUALIT

EMP4>

GIBLES

**Nationality** 

酮



Local



ORK



**Female** 



34-50 months

51-67 months

68-84 months

**NURSE** Respondents



**AREA** 

28.2%

### **Perceived Gaps in Service Quality**

The hospital provide world-class healthcare while maintaining Filipino hospitality. The dedication of the nursing staff in treating all patients with professionalism and care." (L1-L6)



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





Age

Difference between Perceived Gaps in Service Quality according to Respondents







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.

CONCLUSION

## 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.