

# Health Care Professionals' Satisfaction of Services Provided by Medical Information Booths

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## ABSTRACT

One critical role in the Medical Communications Department at Ortho-McNeil Janssen Scientific Affairs, LLC (OMJSA) is providing product information to health care providers (HCPs) in medical information booths. Many factors are involved in achieving optimal services such as clarity, professional conduct, and efficiency. The objective of this study is to evaluate satisfaction of services provided by OMJSA booths and identify key drivers and obstacles. Four medical meetings with OMJSA booth support were identified. After provision of services at the booths, a satisfaction survey was distributed by the medical information specialists to HCPs. Compiled results of this study will expand understanding of booth components valued by HCPs as well as provide opportunities for improvement on a core function within medical information.

## OBJECTIVES

- To evaluate the level of customer satisfaction of services provided to HCPs by OMJSA medical information booths
- To identify key drivers and obstacles affecting satisfaction
- To identify opportunities for improvement or ways to continue delivering valued services

## METHODOLOGY

- Four major medical meetings were attended by OMJSA medical information booth staff.
  - AACAP, AES, ASHP, and SCCM
  - Held between October 2007 and February 2008
- An 8-question satisfaction survey was created.
  - Evaluated features of the booth: clarity of response, professionalism, efficiency, booth space, and time spent with staff
  - Additional questions assessed willingness to recommend and most important booth feature.
  - A 5-point scale that ranged from Strongly Agree to Strongly Disagree was used.
- HCPs were asked to complete a hard-copy version of the survey following interaction at the medical information booths.
  - The survey was anonymous.
  - A mail-in version of the survey was also available to those declining participation.
- Results were summarized based on total number of responses of all four meetings (**Table 1**).

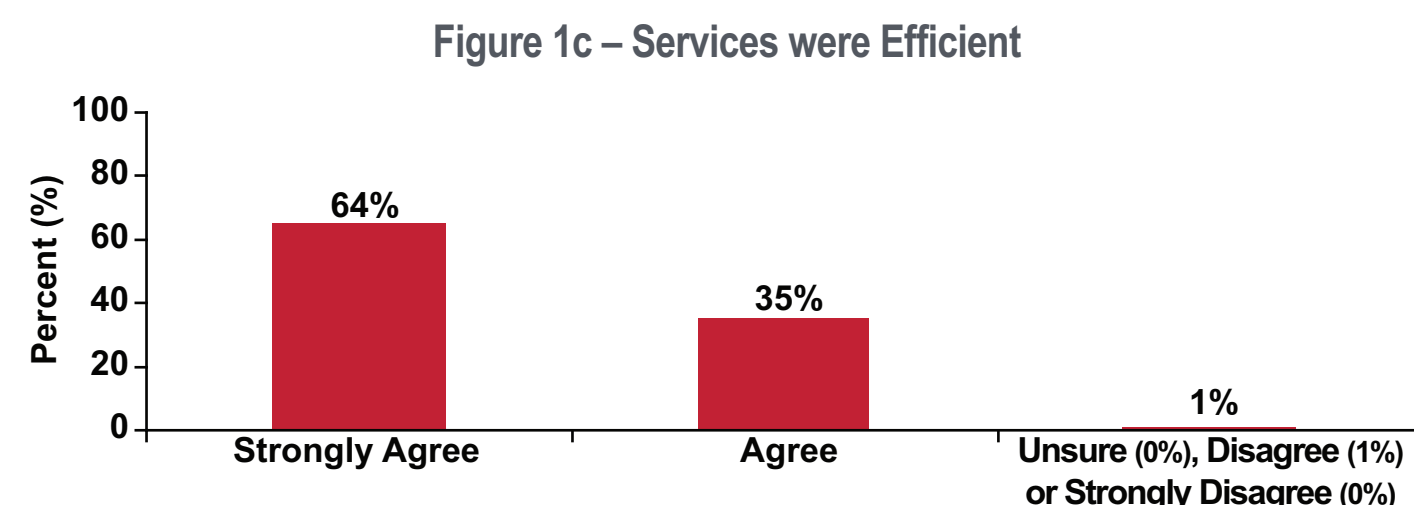
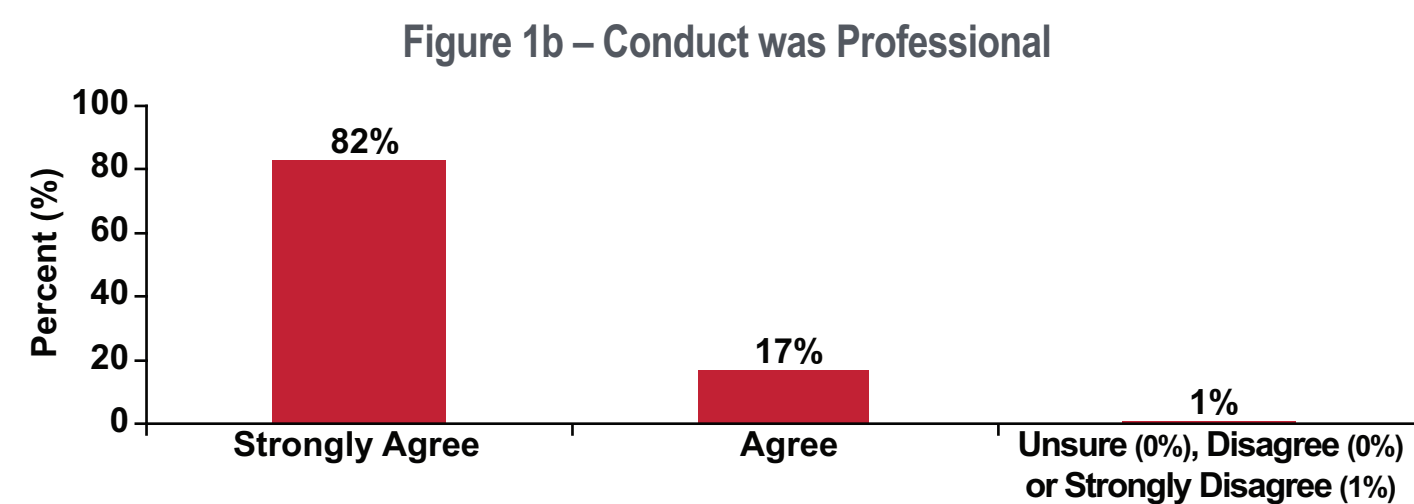
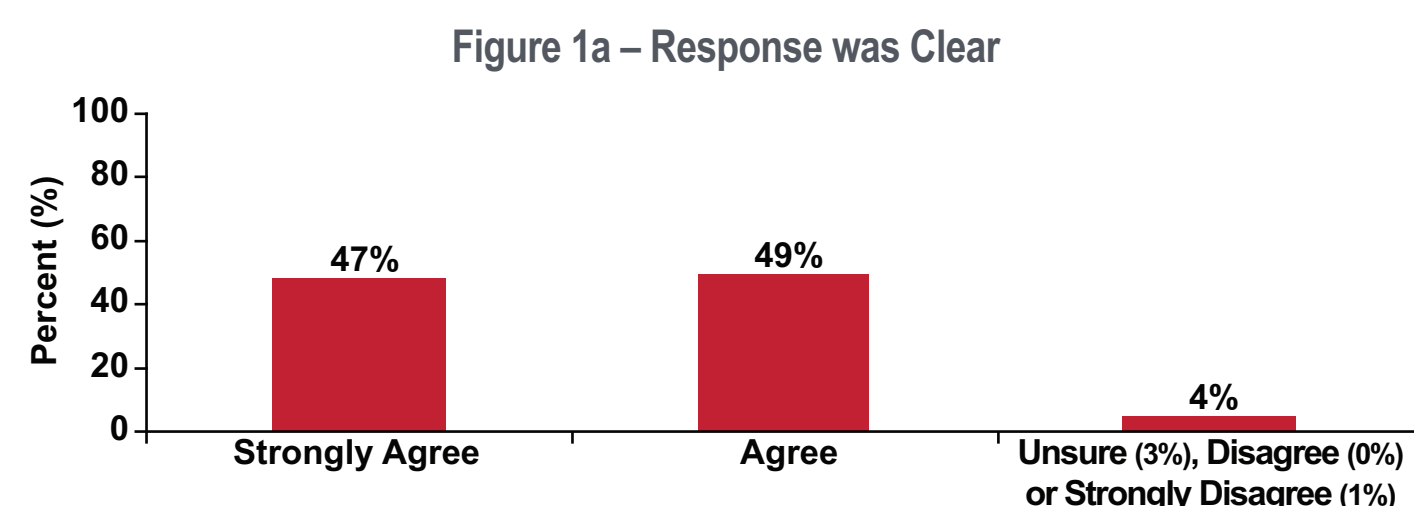
## RESULTS

**Table 1 – Medical Meetings and Participants**

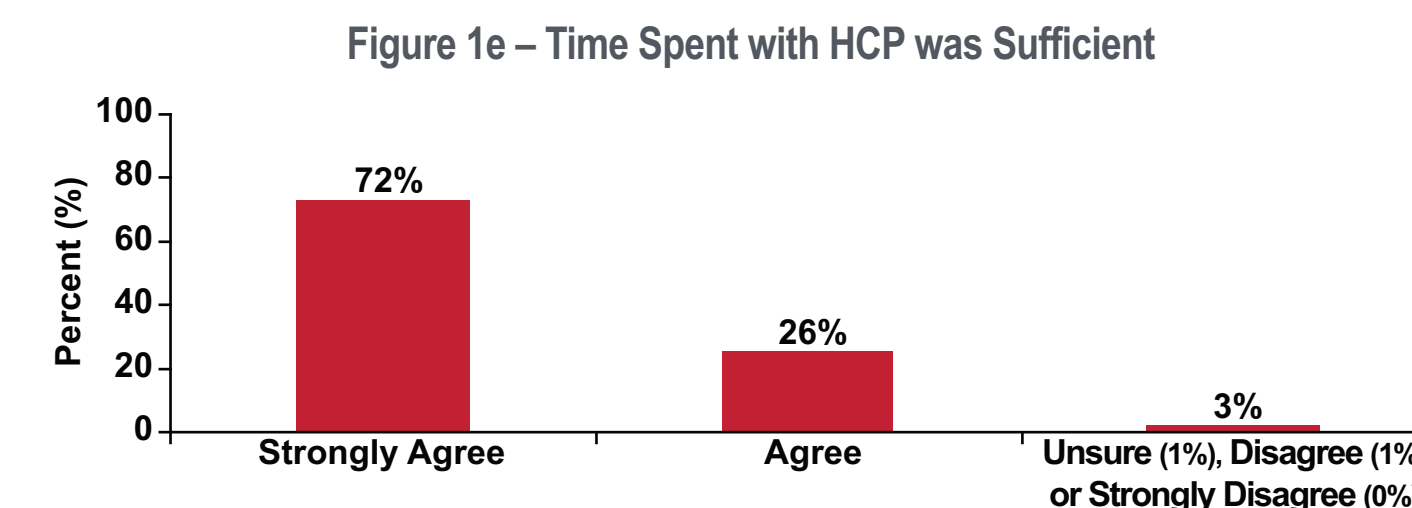
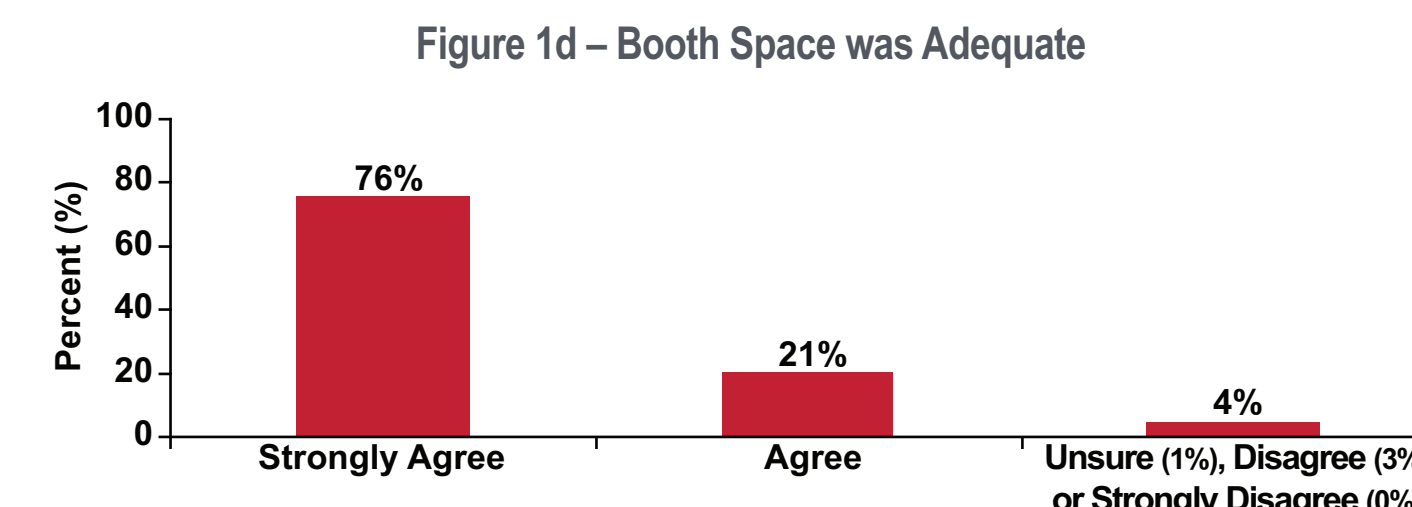
Medical Meetings	Total Number of Responses	Total Number of Distributed Surveys	Response Rate (%)
American Academy of Child and Adolescent Psychiatry (AACAP)*	2	3	67
American Epilepsy Society (AES)	10	26	38
American Society of Health-System Pharmacists (ASHP)	37	102	36
Society of Critical Care Medicine (SCCM)†	29	75	39
Total	78	206	38

\*One day only; †Two were offered mail-in option; zero received back

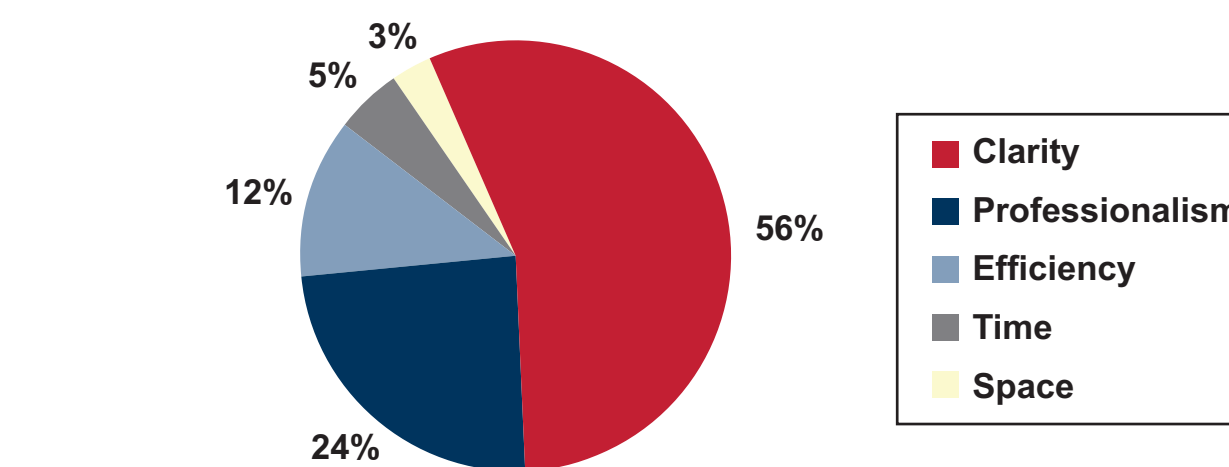
**Figure 1 – Measuring Satisfaction: Evaluating Key Elements (N=78)**



**Figure 1 – Measuring Satisfaction: Evaluating Key Elements (cont.)**

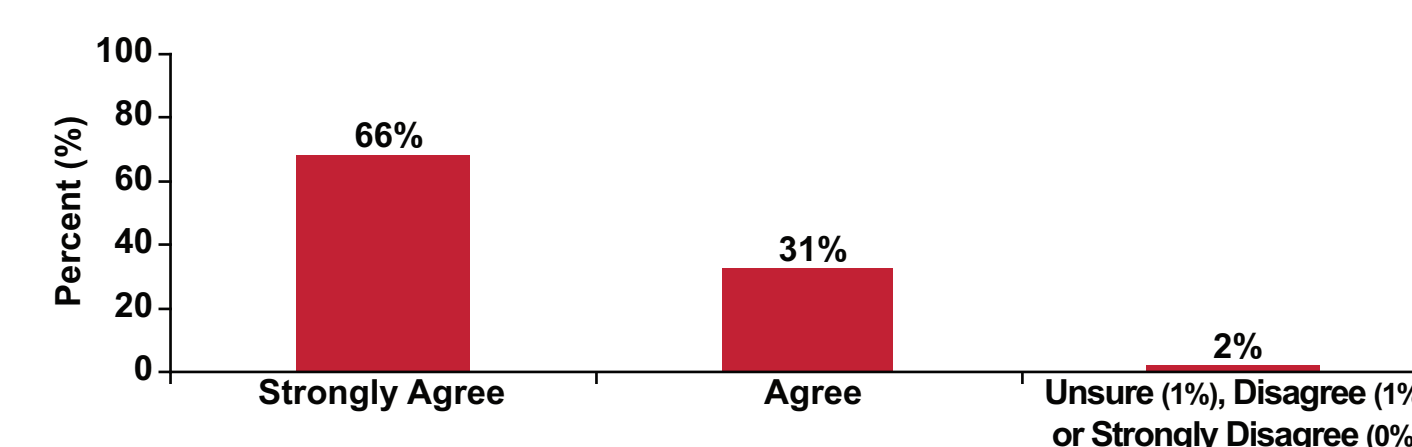


**Figure 2 – What One Element was Most Important?\* (N=75)**



\*Three participants provided either multiple responses or left question blank.

**Figure 3 – I Would Recommend Booth Services to Colleagues\* (N=75)**



\*One participant did not provide a response.

- 56% of HCPs reported clarity of response as the most important factor in delivering satisfaction (**Figure 2**).
  - Following clarity of response, 24% reported professional conduct as the most important.
- 82% strongly agreed that booth interaction was conducted in a professional manner (**Figure 1B**).
- 47% strongly agreed that their questions were answered clearly (**Figure 1A**).
- 97% would recommend the booth to others (**Figure 3**).
- Combined percentages among Unsure, Disagree, and Strongly Disagree were ≤4% for any elements (**Figure 1A-E**).

## DISCUSSION

- The single most important feature of the booth service was clarity of response, followed by professional conduct.
- Of all the listed categories, HCPs were most satisfied with the professional conduct of the booth.
- Overall, the majority of HCPs would recommend booth services to colleagues.
- Limitations
  - Lack of space in the booth area may have limited anonymity.
  - Uncontrolled setting: meeting size, HCP type, and booth staff
  - Limited number of meetings and respondents
  - Possible selection bias

## CONCLUSIONS

A high percentage of HCPs agreed that the services provided by medical information booths were conducted in a professional manner. This is important, as professionalism also ranked as one of the top two elements vital to HCP satisfaction. Providing clear answers to inquiries, however, was the single most important element for HCP satisfaction. In total, 96% of HCPs both strongly agree and agree that clear responses were provided. Overall, medical information booths showed positive results with respect to HCP satisfaction.