Title: Determinationnate of customer focus in educational programs at Isfahan University of Medical Sciences based on students' viewpoints

Authors: Hadi Hayati Abbarik, Asadollah Shams, Mohammad Hosein Yarmohammadian

MS, Health service management, Isfahan University of Medical Sciences, Isfahan, Iran.
(Corresponding author) Email: Hadihayati88@gmail.com
Assistant Professor, educational Management, Isfahan University of Medical Sciences, Isfahan, Iran
Associate Professor, health Management & Economic Research Center (HMERC), Isfahan University of Medical Sciences, Isfahan, Iran

Abstract: Abstract

Introduction: Today, the challenges of quality improvement and customer focus as well as systems development are important and inevitable matters in higher education institutes. There are some highly competitive challenges among educational institutes including accountability to social needs, increasing costs of education, diversity in educational methods and centers and their consequent increasing competition, and need for adaptation of new information and knowledge to focus on students as the main customers. Hence, the purpose of this study is to determine the rate of customer focus, based on Isfahan University of Medical Sciences students' viewpoints and to suggest solutions to improve this rate.

Method: This is a cross-sectional study carried out in 2011. The statistical population included all the students of seven faculties of Isfahan University of Medical Sciences. According to statistical formulae, the sample size consisted of 384 subjects. Data collection tools included researcher-made questionnaire which its reliability via Cronbach's alpha coefficient was 87%. Finally, using the SPSS statistical software and statistical methods of independent t-test and analyzing one-way ANOVA, Lickert scale based data were analyzed.

Results: The mean of overall score for customer focus (student-centered) of Isfahan University of Medical Sciences was 46.54. Finally, there was a relation between the mean of overall score for customer focus and gender, educational levels and students' faculties.

Conclusion: It is possible to be a difference between medical sciences universities and others regarding the customer focus area, since students' gender must be considered as an effective factor in giving healthcare services quality. In order to improve the customer focus, it is essential to take facilities, field of study, faculties and syllabus into consideration.

Customer Focus, Educational Evaluation, higher education, Social Business,

Presentation: Poster