

**EVALUATION OF PATIENT'S SATISFACTION WITH DENTAL SERVICES RECEIVED BY PRIVATE DENTAL CLINICS AND DENTAL INSTITUTIONS AMONG (18-45) YEARS AGED PEOPLE OF BANGALORE CITY****Kumarswamy Kasani<sup>1</sup>, B.K. Srivastava<sup>2</sup>, Vipin Jain<sup>3</sup>, Sudharshan Chinna<sup>4</sup>**<sup>1-4</sup> Department of Public Health Dentistry, K.L.E Society's Institute of Dental Sciences, Bangalore**Address for Correspondence:**

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**ABSTRACT:**

**Background:** Patient satisfaction attentively put together will impact the future usage of the utilization of dental services. Patient satisfaction is thus a proxy but a very effective indicator to measure the success of doctors and hospitals.

**Methods:** A cross sectional study was conducted among 18-45 years age groups of patients in outpatients reporting to the dental institutions and private dental clinics in Bangalore city. A total of 400 subjects participated in the study. Study subjects were recruited by applying multistage sampling. The patient's satisfaction regarding dental services was assessed by using self-administered questionnaire.

**Results:** The majority of patients attending Private dental clinics had the following opinions: a) it is easy to place and schedule first appointment, b) appointment option given was suited to their schedule, c) treatment was completed on time, d) pleased with quality of dental treatment, e) working hours of the clinic are suitable and f) they did not wait for long time to have an appointment. The majority of patients attending Dental institutions had the following opinions: a) dental assistants are courteous, b) treatment charges are affordable, c) they wish to continue in future for necessary treatments, d) treatment offered was not painful, e) office location and parking being convenient for them.

**Conclusion:** The present study demonstrated that there was a statistically significant difference between subjects from dental institutions and private dental clinics in most of the domains, both the groups showed high levels of satisfaction.

**Keywords:** Patient satisfaction, Dental services, Health care quality, Dental

**INTRODUCTION**

Oral health means more than good teeth; it is integral to general health and essential for wellbeing. Oral health is a determinant factor for quality of life.<sup>1</sup> Major and minor oral and dental problems need teaching dental institutions and private dental hospitals services for overall population.<sup>2</sup> Oral health of the patient includes a very important impact on patient satisfaction. Patient satisfaction attentively put together will impact the future usage of the utilization of dental services.

Satisfaction are usually characterized as a result of the degree of a private experience compared along with his or her needs. Nature of treatment depends on facilities available.<sup>3,4</sup> Awareness with relation to dental welfare has

prompted to change in patients' state of mind towards nature of dental treatment.

Patient satisfaction is simple to understand but robust to stipulate, however patient satisfaction is usually made public by KEEGAN the patient satisfaction reflects the complete experience of health care. Satisfaction involves intellectual, emotional, psychological issue and former experience, expectation of the patient.<sup>5</sup> Kotler defined satisfaction as: "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome, in relation to his or her expectations".<sup>6</sup>

Patient satisfaction could be a very important component of attention. It influences patients' compliance, their use of dental services, and their anxiety, and it's put together associated

with health outcomes and health standing<sup>7</sup> as a result of the health care business shifts towards a consumer-oriented approach inside the delivery of care<sup>8</sup>, patient satisfaction surveys became Associate in Nursing increasingly necessary tool in measuring the quality of dental services.<sup>9</sup> Donabedian describes four specific reasons for work patient satisfaction.<sup>10</sup> First, satisfaction is an objective of care; second, satisfaction is also a consequence of that care, and therefore an outcome; third, satisfaction can contribute to the effects of care, as a satisfied patient is more likely to comply with advice; finally, satisfaction is also the patient's judgment on the care that has been provided.<sup>10</sup>

Chung et al. urged factors that directly have a bearing on disposition to travel to a hospital all over again are expectation level toward a hospital, responsibility of the treatment, accessibility to the identification, expenses for identification and patients' satisfaction level.<sup>11</sup> The role of dental specialists is extremely vital to reinforce the quality of dental service and to increase patients' satisfaction level, disposition to use the service all over again, and to refer the service to others.

Kashinath et al<sup>12</sup> targeted the mentalities of patients' visiting opd of Sree Siddhartha dental college, tumkur and set that the patients' unsuccessful once their needs weren't satisfied. Sharma and Chowhan<sup>13</sup> in their analysis paper incontestable that the larger an element of the patients' met in their review were satisfied with the dental services they got at opd from now on from the state of perspective of staff.

Hence, this study has been done to see the extent of satisfaction. However, what patients wish from the services might take issue from what the supplier thinks is best for them. Therefore, their opinion ought to be incorporated to supply a holistic read in enhancing the understanding of the factor's poignant patient satisfaction with health care setting. These include disciplines such as accessibility, Interpersonal skills and communication information, Services provided

by the dental practice, Patient-dentist interaction, Technical competency, Administrative efficiency, Clinic setup environment therefore this study tries to quantify the extent of satisfaction with the dental services provided the teaching dental institutions and private dental clinics in Bangalore.

## **MATERIALS AND METHOD**

**STUDY DESIGN:** The present study was a questionnaire based, cross sectional study.

**STUDY SETTING:** The study population consisted of 18-45 years age groups of patients who were reporting to outpatients of dental institutions and private dental clinics in Bangalore city.

**SELECTION OF PARTICIPANTS:** multistage cluster random sampling technique was used. All the patients who are 18-45 years age group were included in the study. Informed written consent was obtained from the (head of the institution/private practioners) before the start of the study.

**DATA COLLECTION:** The data was collected from the study subjects using a proforma by self-administered questionnaire. The study tool for data collection included: Demographic details, Questionnaire on patient's satisfaction regarding the dental services and treatment received. The Questions were used in this study to collect the information regarding the subject's patient's satisfaction regarding the dental services and treatment received. The information was collected by the interview method by communicating with the patients. The self-administered questionnaire consisting of 33 questions used to assess 7 components (Accessibility, Interpersonal skills and communication of information, Services provided by the dental practice, Patient-dentist interaction, Technical competency, Administrative efficiency, and Clinical setup environment among the subjects) of patient satisfaction. Scoring of the answers is based on a 0 to 2 Likert scale (Agree, Disagree, Unsure)

All the patients of 18-45 years age groups who are reporting the outpatients of dental institutions and private dental clinics in Bangalore city were invited to participate in the study. The study was conducted over a period of 1 month from 1st September 2018 to 30th September 2018.

**STATISTICAL ANALYSIS:** The data collected was compiled using Microsoft Excel and was subjected to statistical analysis using SPSS, version 20.1. chi-square test was used to analyze the scores by age, gender, and groups. The level of significance was set at  $P \leq 0.05$ .

**ETHICAL APPROVAL:** The ethical clearance was obtained from the Institutional Review Board of K.L.E Society's Institute of Dental Sciences, Bangalore.

## RESULTS

A total of 400 subjects participated in the study. Out of these 225 (56.3%) belonged to 18-30-years age group and 175 (43.8%) belonged to 21-25-years age group. A total of

197 (49.3%) male and 203 (50.7%) female subjects participated in the study. A total of 200 (50%) subjects from the dental teaching institutions and 200(50%) subjects from the private dental clinics participated in the study. (TABLE- 1)

TABLE 1: DEMOGRAPHIC DISTRIBUTION OF THE STUDY POPULATION

Age	Frequency	Percent
<b>18 – 30</b>	225	56.3
<b>31 – 45</b>	175	43.8
<b>Total</b>	400	100.0
Gender	Frequency	Percent
<b>Male</b>	197	49.3
<b>Female</b>	203	50.7
<b>Total</b>	400	100.0
School	Frequency	Percent
<b>School</b>	Frequency	Percent
<b>Dental institutions</b>	200	50.0
<b>Private dental clinics</b>	200	50.0
<b>Total</b>	400	100.0

TABLE 2: ASSOCIATION OF ACCESSIBILITY RELATED QUESTIONS WITH GROUP

		DENTAL INSTITUTIONS	PRIVATE DENTAL CLINICS	Total	
<b>Was it easy to place and schedule first appointment?</b>	Agree	196	200	396	$X^2 = 4.040$ $p = 0.044^*$ (s)
	Disagree	4	0	4	
	Unsure	0	0	0	
<b>Was the appointment secretary (coordinator) polite and helpful?</b>	Agree	198	195	393	$X^2 = 1.309$ $p = 0.253$
	Disagree	2	5	7	
	Unsure	0	0	0	
<b>Did you receive any reminder of your appointment schedules?</b>	Agree	193	195	388	$X^2 = 0.344$ $p = 0.558$
	Disagree	7	5	12	
	Unsure	0	0	0	

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<b>Were the Appointment options given suited your schedule?</b>	Agree	194	200	394	$X^2 = 6.091$ $p = 0.014^{*}$ (s)
	Disagree	6	0	6	
	Unsure	0	0	0	
<b>Were you on time for your appointments; if not, was given a reason for the delay?</b>	Agree	198	200	398	$X^2 = 2.010$ $p = 0.156$
	Disagree	2	0	2	
	Unsure	0	0	0	

TABLE 3: ASSOCIATION OF INTERPERSONAL SKILLS AND COMMUNICATION OF INFORMATION RELATED QUESTIONS WITH GROUP

		<b>DENTAL INSTITUTIONS</b>	<b>PRIVATE DENTAL CLINICS</b>	<b>Total</b>	
<b>Was the dentist professional and courteous?</b>	Agree	195	198	393	$X^2 = 1.309$ $p = 0.253$
	Disagree	5	2	7	
	Unsure	0	0	0	
<b>Was The dental assistant and office professional and courteous?</b>	Agree	200	193	393	$X^2 = 7.125$ $p = 0.008^{**}$ (HS)
	Disagree	0	7	7	
	Unsure	0	0	0	
<b>Did the dentist give you opportunity to express your fears and concerns?</b>	Agree	200	197	397	$X^2 = 3.023$ $p = 0.082$
	Disagree	0	3	0	
	Unsure	0	0	0	
<b>The dentist was considerate and sensitive to your needs</b>	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	

TABLE 4: ASSOCIATION OF SERVICES PROVIDED BY THE DENTAL PRACTICE RELATED QUESTIONS WITH GROUP

		DENTAL INSTITUTIONS	PRIVATE DENTAL CLINICS	Total	
Was the proposed dental treatment clearly explained to you?	Agree	200	200	400	
	Disagree	0	0	0	
	Unsure	0	0	0	
Were your doubts/any questions were clearly answered by the dentist?	Agree	200	200	400	
	Disagree	0	0	0	
	Unsure	0	0	0	
Were you given choice to make decision for alternative treatment?	Agree	200	200	400	
	Disagree	0	0	0	
	Unsure	0	0	0	
Was your dental treatment completed efficiently and in a timely manner?	Agree	192	200	392	$X^2 = 8.163$ $p = 0.004^*$ (HS)
	Disagree	8	0	8	
	Unsure	0	0	0	
Were you pleased with the quality of your dental treatment?	Agree	189	198	387	$X^2 = 6.440$ $p = 0.011^*$ (S)
	Disagree	11	2	13	
	Unsure	0	0	0	
Were the treatment charges affordable and explained prior to your treatment appointment?	Agree	191	163	354	$X^2 = 19.258$ $p = 0.001^*$ (HS)
	Disagree	9	37	46	
	Unsure	0	0	0	
Do you wish to continue in future for necessary treatments at this office?	Agree	189	165	354	$X^2 = 14.149$ $p = 0.001^*$ (HS)
	Disagree	11	35	46	
	Unsure	0	0	0	

TABLE 5: ASSOCIATION OF TECHNICAL COMPETENCY RELATED QUESTIONS WITH GROUP

		DENTAL INSTITUTIONS	PRIVATE DENTAL CLINICS	Total	
Treatment offered was not painful	Agree	193	180	373	$X^2 = 6.712$ $p = 0.010^*$ (HS)
	Disagree	7	20	27	
	Unsure	0	0	0	
Thorough dental examination	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	
I received good quality treatment; e.g. filling did not get dislodged or broken	Agree	189	191	380	$X^2 = 0.211$ $p = 0.646$
	Disagree	11	9	20	
	Unsure	0	0	0	
Dental instrument used were sterilized	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	

TABLE 6: ASSOCIATION OF ADMINISTRATIVE EFFICIENCY RELATED QUESTIONS WITH GROUP

		DENTAL INSTITUTIONS	PRIVATE DENTAL CLINICS	Total	
Working hours of the clinic were suitable for me	Agree	181	200	381	$X^2 = 19.948$ $p = 0.001^*$ (HS)
	Disagree	19	0	19	
	Unsure	0	0	0	
I did not wait for long time to have an appointment	Agree	185	200	385	$X^2 = 15.584$ $p = 0.001^*$ (HS)
	Disagree	15	0	15	
	Unsure	0	0	0	

TABLE 7: ASSOCIATION OF CLINICAL SET UP ENVIRONMENT RELATED QUESTIONS WITH GROUP

		DENTAL INSTITUTIONS	PRIVATE DENTAL CLINICS	Total	
Was the office location and parking being convenient to you?	Agree	192	178	370	X <sup>2</sup> =7.063 p = <b>0.008*</b> (HS)
	Disagree	8	22	30	
	Unsure	0	0	0	
Was the reception area neat and clean?	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	
Were the equipment being clean and presentable?	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	
Was the temperature in the office comfortable?	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	
Was the lighting in the office sufficient?	Agree	200	200	400	-
	Disagree	0	0	0	
	Unsure	0	0	0	

Out of 400 subjects participated in the study, for question 1, 196 subjects from dental institutions and 200 subjects from private dental clinics agreed whereas 4 subjects from dental institutions disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.044\*. For question 4, 194 subjects from

dental institutions and 200 subjects from private dental clinics agreed whereas 6 subjects from dental institutions disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.014\*. (TABLE-2), (FIG-1)

Out of 400 subjects participated in the study, for question 2 (Was the dental assistant and office professional and courteous?) 200 subjects from dental institutions and 193 subjects from private dental clinics agreed

whereas 7 subjects from private dental clinics disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.008\*. (TABLE -3), (FIG-2)

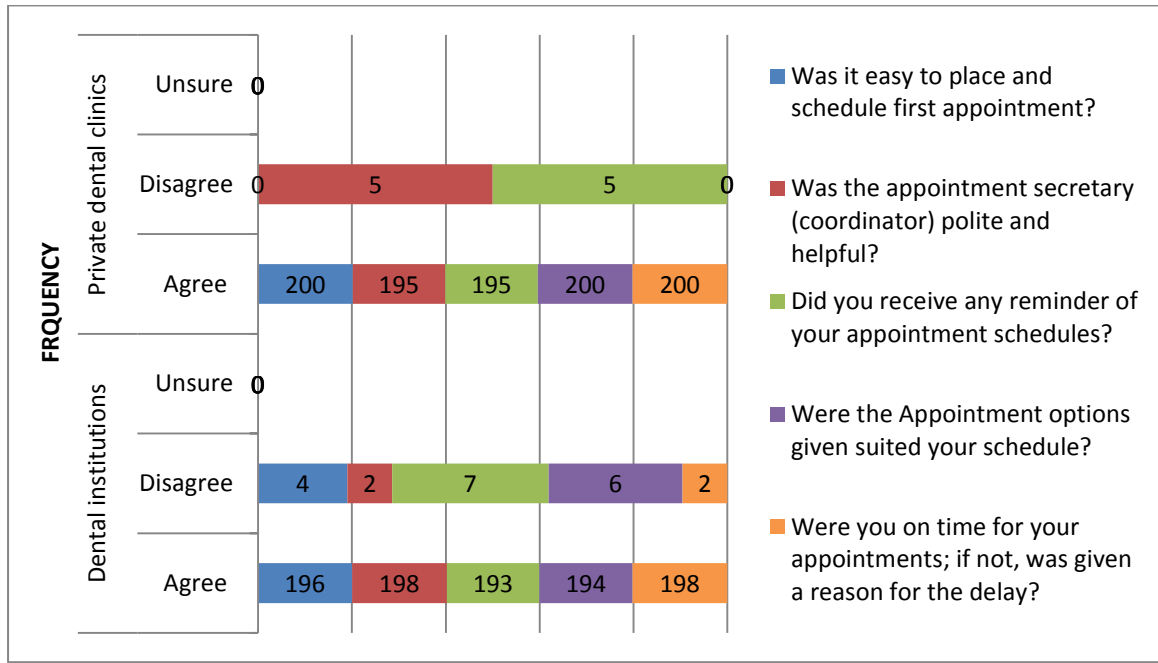


FIGURE-1: DISTRIBUTION OF ACCESSIBILITY RELATED QUESTIONS WITH GROUP

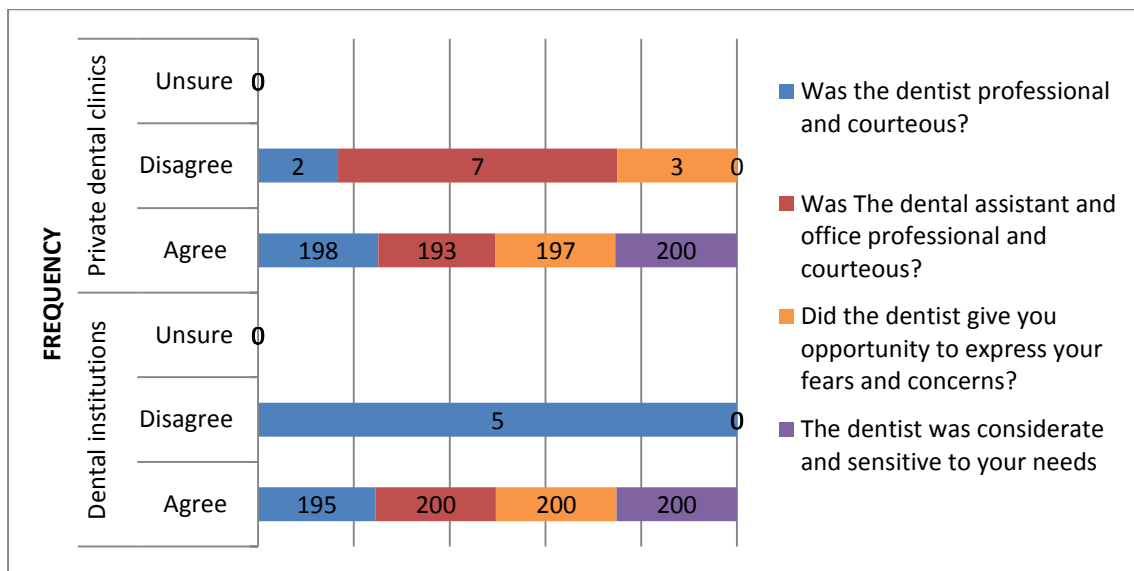


FIGURE-2: DISTRIBUTION OF INTERPERSONAL SKILLS AND COMMUNICATION OF INFORMATION RELATED QUESTIONS WITH GROUP



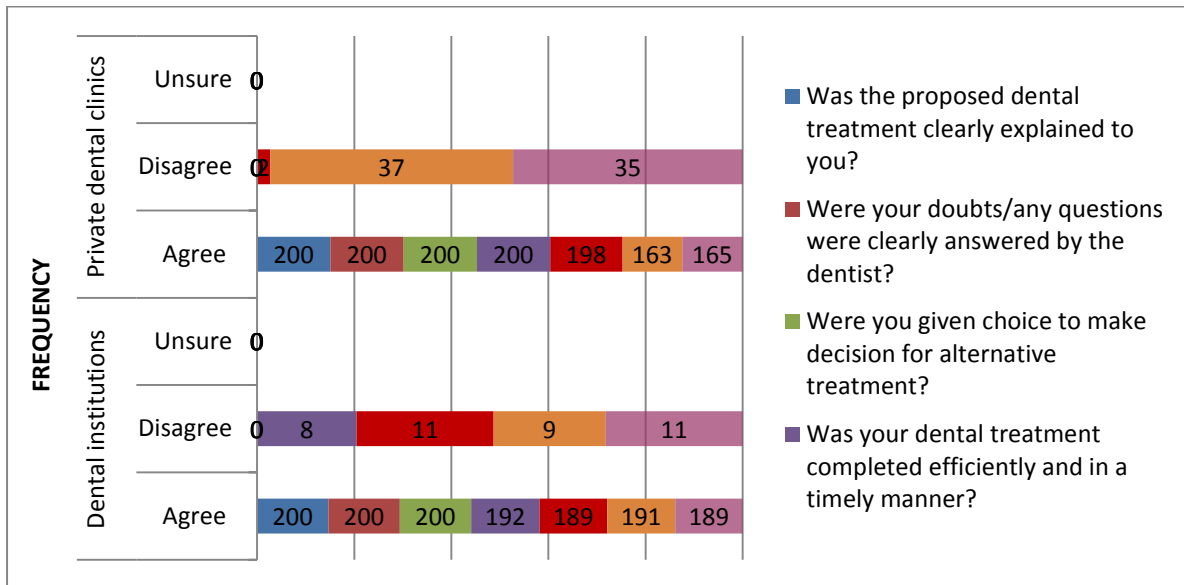


FIGURE-3: DISTRIBUTION OF SERVICES PROVIDED BY THE DENTAL PRACTICE RELATED QUESTIONS WITH GROUPS



FIGURE-4: DISTRIBUTION OF TECHNICAL COMPETENCY RELATED QUESTIONS WITH GROUP

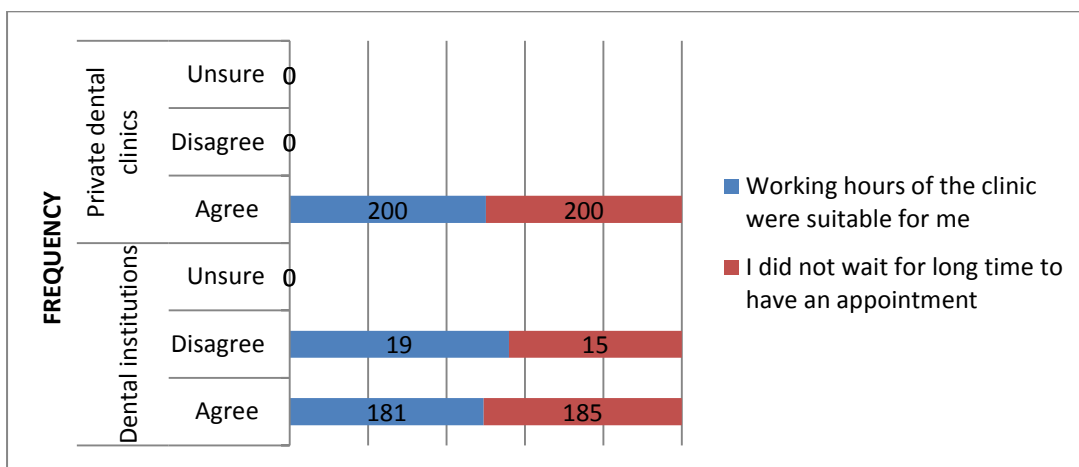


FIGURE-5: DISTRIBUTION OF ADMINISTRATIVE EFFICIENCY RELATED QUESTIONS WITH GROUP

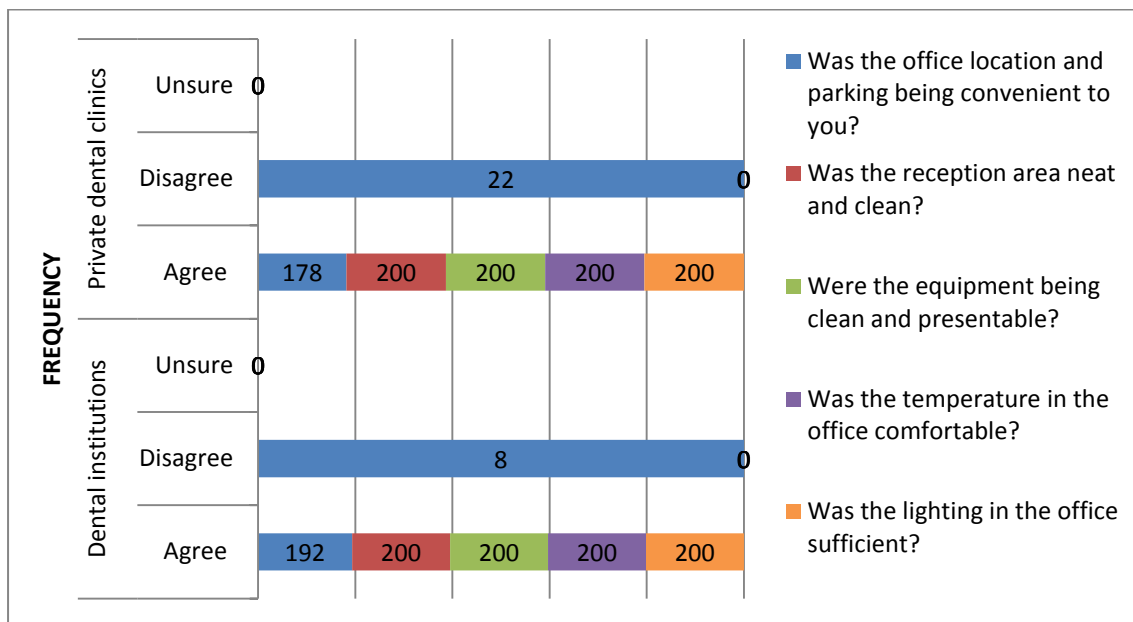


FIGURE-6: DISTRIBUTION OF CLINICAL SET UP ENVIRONMENT RELATED QUESTIONS WITH GROUP

Out of 400 subjects participated in the study, for question 4 (Was your dental treatment completed efficiently and in a timely manner?) 192 subjects from dental institutions and 200 subjects from private dental clinics agreed whereas 8 subjects from dental institutions disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.004\*. For question 5 (Were you pleased with the quality of your dental treatment?) 189 subjects from dental institutions and 198 subjects from private dental clinics agreed whereas 11 subjects from dental institutions and 2 subjects from private dental clinics disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.011\*. For question 6 (Were the treatment charges affordable and explained prior to your treatment appointment?) 191 subjects from dental institutions and 163 subjects from private dental clinics agreed whereas 9 subjects from dental institutions and 37 subjects from private dental clinics disagreed and there was a statistical significant difference in the opinion between two groups with p value 0.001\*. For question 7 (Do you wish to continue in future for necessary treatments at this office?) 189 subjects from

dental institutions and 165 subjects from private dental clinics agreed whereas 11 subjects from dental institutions and 35 subjects from private dental clinics disagreed and there was a statistical significant difference in the opinion between two groups with p value 0.001\*. (TABLE – 4), (FIG-3)

All the questions related to the domain, patient- dentist interaction found that there was no statistically significant difference in the opinion between two groups with p value 0.215.

Among 400 subjects participated in the study, for question 1, 193 subjects from dental institutions and 180 subjects from private dental clinics agreed whereas 7 subjects from dental institutions and 20 subjects from private dental clinics disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.010\*. (TABLE -5) (FIG-4)

Out of 400 subjects participated in the study, for question 1 (Working hours of the clinic were suitable for me) 181 subjects from dental institutions and all the subjects from private dental clinics agreed whereas 19 subjects from

dental institutions disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.001\*. For question 2 (I did not wait for long time to have an appointment) 185 subjects from dental institutions and all the subjects from private dental clinics agreed whereas 15 subjects from dental institutions disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.001\*. (TABLE-6) (FIG-5)

For question 1 (Was the office location and parking being convenient to you?) 192 subjects from dental institutions and 178 subjects from private dental clinics agreed whereas 8 subjects from dental institutions and 22 subjects from private dental clinics disagreed and there was a statistically significant difference in the opinion between two groups with p value 0.008\*. (TABLE-7) (FIG-6)

## **DISCUSSION**

Dental problem are normal now a days. Major and minor oral and dental problems require dental schools and hospital services for overall population. Oral health of the patient has an important effect on patient satisfaction. Patient satisfaction with dental care also will impact the future usage of the utilization of dental services. Quality of care is a major concern of health care providers all over the world. An important element of quality is the satisfaction with the services provided. Patients' satisfaction has been investigated in many studies of Dentistry in various countries. Satisfaction can be characterized as the degree of an individual experience compared with his or her desires. Nature of treatment depends on facilities available. Awareness in regards to dental wellbeing has prompted to change in patients' state of mind towards nature of dental treatment. Understanding variables and components that influence fulfillment level can help as enhance the nature of administrations gave by the dental group, fortify the trust amongst patient and dental

practitioner and subsequently enhance oral wellbeing.

This study aimed to determine the levels of satisfaction regarding the quality of dental care among patients at the dental teaching institutions and private dental clinics. Hence, this study has been done to measure the patient's satisfaction about accessibility, Interpersonal skills and communication information, Services provided by the dental practice, Patient – dentist interaction, Technical competency, Administrative efficiency, Clinic setup environment Offered by teaching dental institutions and private dental clinics in Bangalore.

Results of the present study indicated that there was an overall satisfaction among subjects regarding the dental services received by them at dental institutions and private dental clinics. Significant differences in the satisfactory rates was found between subjects from dental institutions and private dental clinics for two questions (“Was it easy to place and schedule first appointment?”, “Were the Appointment options given suited your schedule?”) in the accessibility domain; for one question (“Was the dental assistant and office professional and courteous?”) in the interpersonal skills domain; for four questions (“Was your dental treatment completed efficiently and in a timely manner?”, “Were you pleased with the quality of your dental treatment?”, “Were the treatment charges affordable and explained prior to your treatment appointment?”, “Do you wish to continue in future for necessary treatments at this office?”) in the services related domain; for one question (“Was the office location and parking being convenient to you?”) in the clinical set up environment domain.

In the domain patient dentist interaction, there was no significant difference in the satisfaction rates among subjects between two age groups, between males and females and also between services provided by dental institutions and private dental clinics. In a study conducted by Mahrous et al, Dentists explained the

procedures before the treatment, which is a very important aspect in the patient–dentist satisfaction domain represented with 78% of satisfaction among the studied sample while it was only 45.6% in a study by Othman and Abdel Razak. Rankin and Haris reported that patients dislike having a dentist who begins treatment without any explanation. Regarding the personality of the dentists who were cheerful, smiling, and friendly Mahrous et al<sup>14</sup> reported 98.1% satisfaction as compared to 54.3% by Othman and Abdel Razzak<sup>15</sup>. Geboy, stated that the patients' first impression, in particular, is influenced by appearance, including clothing, and often has a lasting impact, although additional contact may change these initial interpersonal perceptions.

Appropriate communication is one of the elements expected to achieve patient satisfaction and motivate them to proceed their treatment and proper communication between patient and dentist can assume an imperative role in understanding patient's chief complaint, and therefore, conducting the most appropriate treatment. This is supported by the studies conducted by Shrestha et al;<sup>16</sup> Madan et al;<sup>17</sup> Mahrous and Hifnawy,<sup>14</sup> Murtomaa and Masalin<sup>18</sup> in Finland. It has been accounted that patients prefer a caring and pleasant dentist to a skilled one alone.

Results of the present study also indicated that there was no significant difference in satisfactory rates related to technical competency domain between two age groups and also between males and females. But a significant difference was found between dental institutions and private dental clinics for the question "Treatment offered was not painful." In Mahrous et al, study overall satisfaction from the technical competency 74.97%, whereas least satisfaction was from the quality of treatment offered which is very similar to the Othamn and Abdel Razzak study.

In the administrative efficiency domain, there was a significant difference in the satisfactory rates between two age groups for the question "Working hours of the clinic were suitable for me" ; no significant difference was found between males and females for any of the question; significant difference was found between subjects from dental institutions and private dental clinics for questions "Working hours of the clinic were suitable for me", "I did not wait for long time to have an appointment". The majority of the patients who participated in this study were satisfied but other studies done by Javid Y Patel<sup>19</sup> showed that long waiting time for the treatment seemed to be the main reason for patient dissatisfaction. Dissatisfaction with waiting time in a clinic reveals an important problem that needs to be resolved, possibly through limiting the number of patients to reduce the waiting time. The study done by Nagappan<sup>20</sup> (31.9%) of the patients felt that they had a problem in scheduling appointments. In Finland (49.5 %) respondents agreed that dentist "Dentist makes patients wait for a long time" contrasting results were obtained in a study done in UK where only (24%) respondents agree to similar statement. Although there was a significant statistical difference between subjects from dental institutions and private dental clinics in most of the domains, both of them showed high satisfaction levels, low percentage of unsatisfaction.

#### **LIMITATIONS**

The present study had some limitations. Cross sectional nature of the study. Reason for visiting the dentist is not measured which might have influence on the satisfactory rates. Education levels of the patients are not compared which will have influence on understanding nature of the patients regarding dental treatments.

#### **CONCLUSION**

The results of the present study showed that:

The majority of patients attending Private dental clinics had the following opinions: a) it is easy to place and schedule first appointment, b) appointment option given was suited to their schedule, c) treatment was completed on time, d) pleased with quality of dental treatment, e) working hours of the clinic are suitable and f) they did not wait for long time to have an appointment.

The majority of patients attending Dental institutions had the following opinions: a) dental assistants are courteous, b) treatment charges are affordable, c) they wish to continue in future for necessary treatments, d) treatment offered was not painful, e) office location and parking being convenient for them.

The present study demonstrated that there was a statistically significant difference between subjects from dental institutions and private dental clinics in most of the domains, both the groups showed high levels of satisfaction.

This survey provided a means of assessing satisfaction of the patients currently receiving treatment in the Dental institutions and private dental clinics. The results could facilitate focusing on patient complaints and attending to the concerns of dissatisfied patients.

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