



Poll no. 184

March 26, 2014

The most recent poll prepared by Dr. Nabil Kukali reveals that:

(80.2 %) of the Palestinians demand from the physicians to reduce their medical fees.

(78.5 %) are respectfully treated by the physicians.

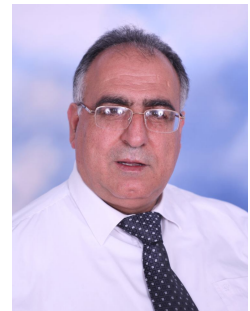
(37.8 %) evaluated the performance of the medical apparatus as ‘bad’.

(41.0 %) stop taking medicine when they feel better.

(32.0 %) don’t take notice of the expiry date of their medicine.

Beit Sahour – Public Relations Office:

Dr. Nabil Kukali, President of the Palestinian Center for Public Opinion (PCPO), conducted this poll on the medical sector as to open up new perspectives on the nature of the physician-patient communication in the West Bank, including East Jerusalem, and Gaza Strip in order to provide the health care stakeholders with a better understanding about how patients view the communication skills of their physicians, how they engage their physicians, the impact on the treatment options, the frequency and preferred methods of interaction and sources of persuasive information; all this by taking into account the patients’ economic and living conditions. For this purpose, a random sample of (1000) Palestinian respondents representing the various demographic specimens of adult Palestinians (18 years and above) living in the West Bank, including east Jerusalem, and Gaza Strip has been face-to-face interviewed.



Dr. Kukali

Dr. Nabil Kukali said that the significance of this poll emerges from the fact that it is one of the few attempts to focus on such an important issue, as the patient is the main axis of the health-medical system and the source of demand for the medical services provided by the physicians and the hospitals.

In this regard, **Dr. Kukali** pointed out that PCPO intends from this poll a contribution to the awareness of the Palestinian citizens in the health field and the quality of the medical care provided to them by the physicians, such as good treatment, cooperation, empathy, respect,

personal interest in the patient's case, good listening, giving full personal attention and care, and taking into account the economic and living conditions of the patients.

Furthermore, **Dr. Kukali** added that as a result of the permanent upgrading in the health sector, in the therapy and medical services, the necessity arose to give due consideration to the relation between the doctor and the patient, as the physician-patient interaction crucially impacts the effectiveness of the medical education initiatives, medical treatment decisions and the subjection of the patient to recommended treatment methods at reasonable cost. **Dr. Kukali** further illustrated that communication effectiveness between physicians and patients is related to being compliant to taking prescribed medication, exactly as directed by the doctor.

At the end of his comments, **Dr. Kukali** suggests that it is of significant importance to conduct advanced courses for the doctors in the field of the medical care quality as to enhance this perception and to work on its optimal realization on the ground in accordance with the standards applied in the developed countries. Add thereto, he said, medical pamphlets, flyers, bulletins and advertisements in the local newspapers and media should also contribute to the awareness of the Palestinian public of the correct intercourse and treatment between the two parties.

Visiting the doctor

Responding to the question: "When you get sick, or any member of your household, how do you usually behave in such a case?" (15.7 %) said "I don't take immediate action", (32.1 %) "I wait for some time and don't take in the meanwhile any medical measures", (13.8 %) "I follow traditional therapy in form of popular recipes, such as oils and natural herbs, e.g. tea, anise, castor oil...etc", (5.6 %) said "I take or give on my own responsibility any medication I think to be proper", (12.3 %) "I go to the pharmacy" and (20.5 %) said "I go directly to the doctor".

And further to the question: "When you go to see the doctor, what is the main objective of your visit?", (45.3 %) said "to follow up a previously diagnosed case", (17.4 %) "for normal check-up, without the necessity of feeling sick", (34.7 %) "because my previous visit related to a health problem", and (2.6 %) replied otherwise.

Quality of the health care

With respect to the statement: "We would like to know your opinion about the way you are personally treated by your physician. Please recall your most recent visit to the doctor and tell us please how you evaluate the doctor's treatment to you regarding the following items":

- a. The doctor greeted you, so you felt at ease.
Bad: (13.2 %), fairly: (13.4 %), good: (32.2 %), very good: (27.9 %),
Excellent (12.2 %) and (1.1 %) said “I don’t know”.
- b. The doctor treated you with respect.
Bad: (10.2 %), fairly: (12.3 %), good: (34.9 %), very good: (29.4 %),
Excellent: (12.3 %) and (0.9 %) said “I don’t know”.
- c. The doctor was interested to know your opinion about your health.
Bad: (3.0 %), fairly: (9.2 %), good: (42.8 %), very good: (28.8 %),
Excellent: (13.4 %) and (2.8 %) said “I don’t know”.
- d. The doctor provided you with the information you wanted to get.
Bad: (2.8 %), fairly: (10.2 %), good: (36.4 %), very good: (36.1 %),
Excellent: (11.5 %) and (3.0 %) said “I don’t know”.
- e. The doctor talked in terminology you can understand.
Bad: (2.0 %), fairly: (14.1 %), good: (37.7 %), very good: (28.7 %),
Excellent: (12.7 %) and (4.8 %) said “I don’t know”.
- f. The doctor discussed with you about the steps to be followed, including the follow-up plans.
Bad: (3.8 %), fairly: (13.4 %), good: (38.8 %), very good: (28.2 %),
Excellent: (12.8 %) and (3.0 %) said “I don’t know”.
- g. The doctor showed care and interest.
Bad: (3.1 %), fairly: (9.8 %), good: (39.8 %), very good: (27.2 %),
Excellent: (15.3 %) and (4.8 %) said “I don’t know”.
- h. The doctor spent the required time with you.
Bad: (3.5 %), fairly: (11.4 %), good: (40.2 %), very good: (27.3 %),
Excellent: (13.5 %) and (4.1 %) said “I don’t know”.

Reliance on the doctor

Regarding the question:” Do you agree, or disagree to the statement that you rely on the doctor as to remain in good health?”, (11.1 %) said “no, I strongly disagree”, (31.8 %) “no, I somewhat disagree”, (39.5 %) said “yes, I somehow agree”, (15.2 %) “yes, I strongly agree” and (2.4 %) said “I don’t know”.

Doctor fees

Responding to the question: "Do you think that the doctor's fees in the Palestinian Territories are too high, somewhat high, somewhat low or too low ?", (55.0 %) said "they are too high", (42.8 %) "somewhat high", (1.8 %) "somehow low" and (0.4 %) "too low". (80.2 %) of the Palestinians demand from the physicians to lower their fees, whilst only (14.9 %) oppose that and (4.9 %) declined to answer the question.

Using medicine

In regard to the question: "Do you use the medicine prescribed by your doctor, or not ?", (40.9 %) said "no", (56.8 %) "yes" and (2.3 %) said "I don't know".

And further to the question: "How frequently, you think, do you take the medicine prescribed by your doctor ?", (31.2 %) said "always as prescribed", (28.2 %) "mostly", (21.3 %) "sometimes", (17.4 %) "rarely" and (1.9 %) said "I don't know".

And to the question: "When do you, in general, stop using the medicine prescribed to you by your doctor ?", (41.0 %) said "when the dose prescribed by the physician is finished", (41.0 %) "when I feel better" and (18.0 %) "when I feel that the medicine doesn't give the desired result".

Validity of the medicine

Responding to the question: "When do you check the expiry date of the medicine ?", (38.2 %) said "always before use", (29.8 %) "occasionally", (32.0 %) said "I usually don't check the expiry date".

Local medicine

Regarding the question: "How far do you trust the local medicine ?", (29.4 %) said "I strongly trust", (53.3 %) "I somewhat trust", (15.3 %) "I somehow distrust" and (2.0 %) "I strongly distrust".

The governmental hospitals

With respect to the question: "How do you evaluate the standard of the governmental medical services in the Palestinian Territories ?", (9.4 %) said "very good", (19.2 %) "good", (30.7 %) "fair", (35.5 %) "bad", (4.9 %) "very bad" and (0.3 %) said "I don't know".

The medical apparatus in the Palestinian Territories

Regarding the question: "How do you evaluate, in general, the performance of the medical apparatus in the Palestinian Territories?", (4.0 %) replied "very good", (18.4 %) "good", (39.6 %) "fair", (33.4 %) "bad", (4.4 %) "very bad" and (0.2 %) said "I don't know".

Methodology of the Survey Study

Mr. Elias Kukali, Head of the Quantitative Researches Department at the **PCPO**, said that all interviews of this survey were conducted inside the respondents' homes, i.e. face-to-face during different working hours, at least 5 hours a day, including the evening time, in order to ensure proper representation of those sub-groups of the population, which would otherwise be difficult to reach and selecting one individual in each household using Last Birthday Method. The choices were taken from a total of (170) election sites, from which (125) sites are located in West Bank and (45) sites in Gaza Strip according to the distribution of the Central Election Commission. These election sites were randomly chosen by using the method of the simple random sample. These in turn were the beginning of the random sample choice made from those regions in accordance with PCPO's long experienced methodology.

Mr. Elias Kukali has further established that the margin of error was ($\pm 3.0\%$) at a significance and confidence levels of (5.0%) and (95%) respectively. He added that the rate of the female respondents in this survey was (49.9%) against (50.1%) male respondents. The distribution of the random sample between the Palestinian two major regions was (62.0%) in the West Bank, including East Jerusalem, and (38.0%) in Gaza Strip.

About PCPO

The Palestinian Center for Public Opinion (PCPO) is a leading full service research institute in Palestine and in a position to organize, implement, handle and conduct national and regional field surveys, studies and researches of any size within the Middle East and North Africa (MENA). The PCPO is founded in February 1994 in Beit Sahour by Dr. Nabil Kukali, who became the president of this center since that time. After the arrival of the Palestinian Authority (PA), the PCPO was registered as a research center under license number (Am/2). The Palestinian Ministry of information issued the license that permits establishing satellite offices elsewhere in the West Bank and Gaza Strip. Furthermore, PCPO is registered as a licensed business at the Ministry of Treasury under number 989326251. In addition, we are a member of WIN/Gallup International, ANPOP, WAPOR and ESOMAR.

Since its foundation, PCPO is dedicated to the following activities:

- 1) Conducting public opinion surveys.
- 2) Omnibus polls and services.
- 3) Market studies on all kinds of trading activities.
- 4) Surveys of consumer attitudes, consumption habits, and market shares.
- 5) Pre- and Post-Advertising and Communication Research
- 6) Pricing.
- 7) Focus group sessions and workshops on various topics.
- 8) Rendering services in the field of investment, including feasibility studies.
- 9) In-depth interviews & brainstorming workshops.
- 10) Branding and brand tracking.
- 11) Customer care research.
- 12) Social and Public Space research.
- 13) Household consumer survey.
- 14) Business – to- business survey.
- 15) Market Appraisal Studies.
- 16) Media Research.
- 17) Usage and Attitude.
- 18) Translation services from Arabic into English, German & Hebrew and vice-versa.

PCPO is now a name for reliability, credibility, competence and experience not only in Palestine, but all over the world.

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