

The primary goal of medicine is to alleviate the patient's pain and to help him enjoy his life positively despite the disease, even if the disease is a serious disease that threatens his life, i.e. improving the quality of the patient's life regardless of everything, and this goal may not be an easy but essential way and goal it should be achieved with the help of the medical and patient team and those around family, friends and colleagues. In order for the patient to feel satisfied - and this issue is important from the marketing point of view to any medical facility - a number of basic conditions must be met which are easy access to the doctor or the service center, especially in emergency situations or cases that do not require long waiting, the time that the patient spends in the waiting room in any medical facility is a mirror that reflects the quality of service in this facility, regardless of the certificates hanging on the walls dotted with seals and decorated with color, and regardless of the panels that show the vision, mission and goals. A message to everyone who works in a medical facility, the patient's satisfaction is an aim and is the gateway to success and excellence in services, and achieving this goal depends on respecting the patient as a person who has feelings and a family waiting for him and a heart that beats with love, and this requires respect and informing him of all his rights, and informing him of everything related to his illness, and the cost, insurance and everything, so the patient who feels his value in any medical facility will be one of the members of your marketing team who works to achieve your goals without compensation except for one thing is achieving satisfaction first, and let us all remember that the relationship with the patient does not end with his departure from the medical facility but continues for a long time.

Omar Ismail Al Khoori

Omar_Al_Khoori@yahoo.com

