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## **2020 PITAHC CLIENT SATISFACTION SURVEY (CSS)**

### **I. Title: CONDUCT OF CITIZEN/CLIENT SATISFACTION SURVEY FOR THE YEAR 2020**

### **II. Rationale**

The Inter-Agency Task Force (IATF) on the Harmonization of National Government Performance Monitoring Information and Reporting Systems issued Administrative Order (AO) No. 25 s. 2011 that aims to continually achieve a government-wide improvement through seamless public service delivery. In achieving this, service quality standards in delivering critical services, doing business with the government, industries, various sectors, and the citizens must be institutionalized across all government agencies.

The Philippine Institute of Traditional and Alternative Health Care (PITAHC) is the lead agency in the research and development, promotion and advocacy, and development of standards on traditional and complementary medicine (T&CM) as mandated by Republic Act No. 8423, otherwise known as the Traditional and Alternative Medicine Act (TAMA). The Institute aims to improve the accessibility, availability, sustainability and integration of T&CM into the national health care system.

Aligned to the PITAHC's commitment to its Quality Management System (QMS), the client or customer satisfaction survey is being conducted to measure and evaluate the degree of client's perception to which their needs and expectations have been fulfilled by the Institute.

The result of this survey will be essential for PITAHC Management for reviewing and recalibrating processes and strategies in attending to the needs for their clients.

### **III. Objectives**

The general objective of this survey is to measure and report the client's satisfaction level that was served by the PITAHC for FY 2020.

The following are the specific objectives:

- I. To identify the set characteristic of the respondent/s to properly represent the clients served or each service and to collect accurate data;
- II. To describe the client's experiences in availing the PITAHC offered services;
- III. To analyze data gathered and provide conclusion on the client's perception on the services given;
- IV. To identify possible key areas for improvement that the PITAHC might consider to improvement it's services which are aligned to their QMS;

### **IV. Methodology**

The targeted information was gathered through the administration of the questionnaire designed patterned on the sequence of the presented objectives. The questionnaire includes service quality dimensions or criteria to capture the total client experience, expectations and satisfaction in reference to the IATF AO No. 25 Annex 4, as follows:



<b>IATF AO No. 25 Recommendation Service Quality Dimension</b>	<b>PITAHC Service Quality Dimension / Criteria</b>
Responsiveness	Responsiveness/Promptness
Reliability (quality)	
Access & Facilities	Not adopted
Communication	Courtesy
Costs	Not adopted
Integrity	Professionalism
Assurance	Competence
Outcome	Overall Satisfaction/Experience

The PITAHC have opted to adopt the Three (3)-point Likert Scale for the clients to measure the perception of PITAHC services.

<b>Needs Improvement ☹</b>	<b>Satisfactory 😊</b>	<b>Very Satisfactory 😄</b>
1	2	3

Both electronic and printed copies of the approved Client Satisfaction Survey (CSS) Forms were utilized in this survey. All process owners were provided by the sample templates of the CSS forms and web link for the electronic version.

The population considered in this survey was the total accomplished forms (both electronic and printed copies) from January to December 2020. All printed forms were encoded to the Google form link provided for consolidation and validation.

Sampling was not done due to the small number of respondents as recommended under the IATF AO No. 25 guidelines on sampling. After which, the data collected were subject to descriptive analysis and interpretation using the adopted Service Quality Dimension and the Three (3)-point Likert Scale adjectival scale.

## **V. Scope and Limitation of the Survey**

The survey involved the following services being offered by PITAHC per division covering January to December 2020, as follows:

<b>No.</b>	<b>PITAHC Division</b>	<b>Services/Products Offered</b>
1	Research and Development	Request for Information regarding T&CM Research/es
2		Request for Funding of T&CM Research/es
3	Standards and Accreditation	Initial Application for Certification (Filipino/Non-Filipino)
4		Renewal of Application for Certification (Filipino/Non-Filipino)



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5		Initial Application for Certification (TACH Organization)
6		Renewal of Application for Certification (TACH Organization)
7	Social Advocacy and Training	Request for Training on Acupressure, Tuina Massage, Basic & Advance Acupuncture
8		Request for Training on Acupressure, Tuina Massage, Basic & Advance Acupuncture (PITAHC Initiated Seminars and Trainings)
9		Request for Seminar Orientation on the proper use of medicinal plants using the book "Patnubay sa Paggamit ng Halamang Gamot"; seminar orientation on Traditional and Complementary Medicines Practices; Tuina Massage, Basic & Advance Acupuncture
10		Request for Seminar Orientation on the proper use of medicinal plants using the book "Patnubay sa Paggamit ng Halamang Gamot"; seminar orientation on Traditional and Complementary Medicines Practices; Tuina Massage, Basic & Advance Acupuncture (PITAHC Initiated Seminars and Trainings)
11	Management Services	Sales and Marketing of PITAHC Published Books and products
		ISO & GAD related matters
12	Administrative, Finance, Office of the Director-General and Others	Other concerns from clients
13	Herbal Processing Plants	Request for Training on Acupressure, Tuina Massage, Basic & Advance Acupuncture
		Request for Seminar Orientation on the proper use of medicinal plants using the book "Patnubay sa Paggamit ng Halamang Gamot"; seminar orientation on Traditional and Complementary Medicines Practices; Tuina Massage, Basic & Advance Acupuncture

Due to the current and erratic quarantine condition in the country, limited forms were retrieved. Training provided by PITAHC was not included in this survey since training evaluation has different parameters.

## **VI. Results, Data Analysis and Conclusion**

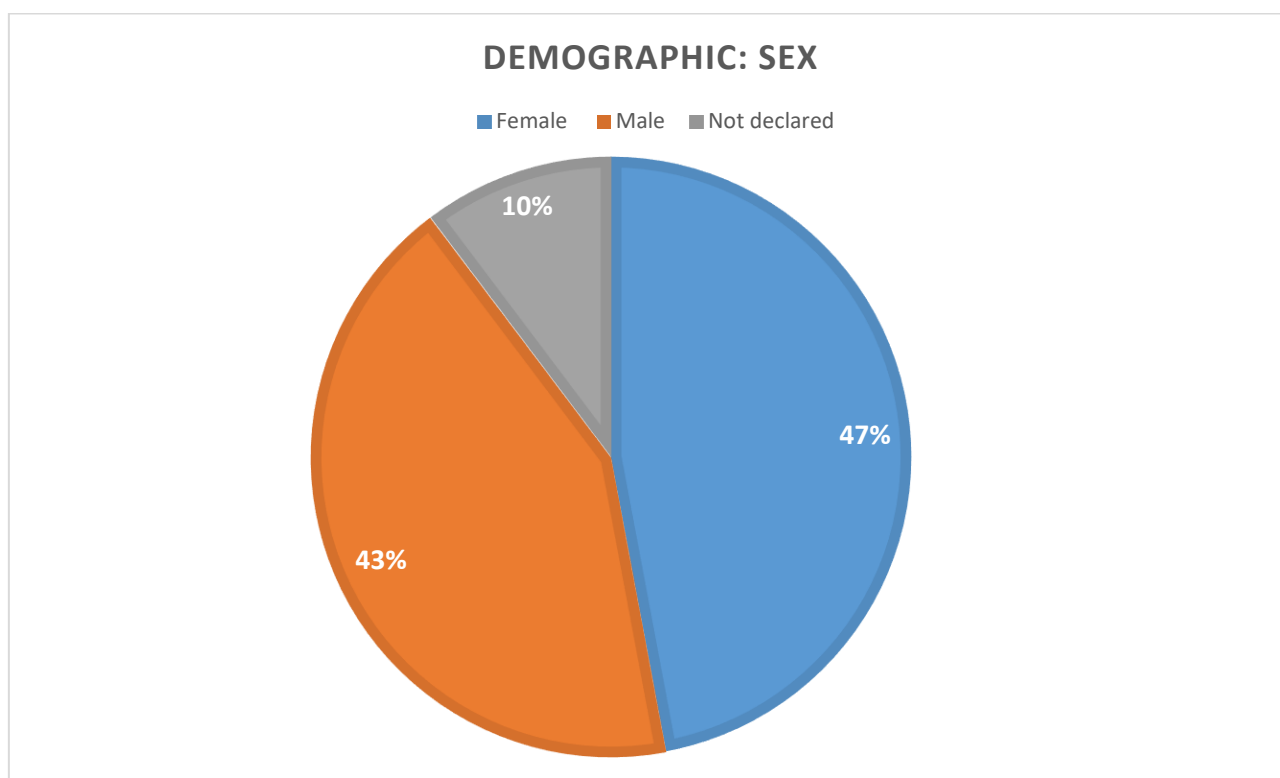
The data generated from the administered survey instrument were collated, tabulated and subjected to appropriate statistical analysis.



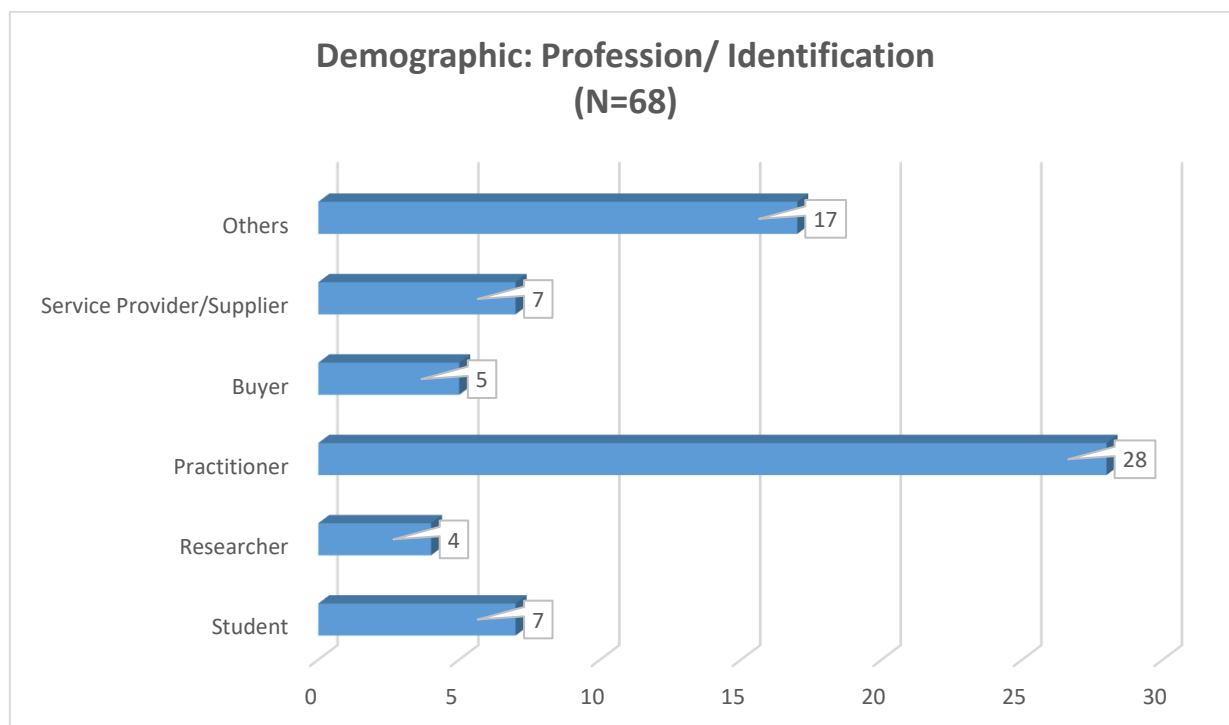
## Respondent's Demographic

A total of sixty-eight (68) respondents served by different services offered by PITAHC from January to November have submitted PITAHC CSS forms. There were no age group included in the survey forms only the sex and profession were reflected to characterize and segment the respondents.

Based the data collected, forty-seven (47%) percent of the clients served by PITAHC was female, forty-three (43%) percent were male and 10% did not declared their sex.



For the professional/identification of the respondents, the CSS forms have pre-listed the possible clients that PITAHC will be serving. Among the sixty-eight (68) respondents, forty-one percent (41%) were practitioners (28/68), followed by "Others" (they are the respondents identified themselves as DOH staff, members of the press or media partners, PITAHC supporters and TACH clinic/center's staff in total of 25% of the total respondents (17/68), ten percent (10%) of them were students, six percent (6%) were researchers and service provider or suppliers.



### Measurement of Service Quality Dimension (SQD) or Criteria

The PITAHC have identified five (5) Service Quality Dimensions or criteria to measure the client's experience in availing PITAHC's services. However, the analysis of the result "by service" (as suggested by the IATF AO No. 25) is not possible since the PITAHC CSS questionnaire does not require respondents to identify which services they availed. This survey will only provide a list of "Transacting Division" that may reflect the service/s availed by the clients.

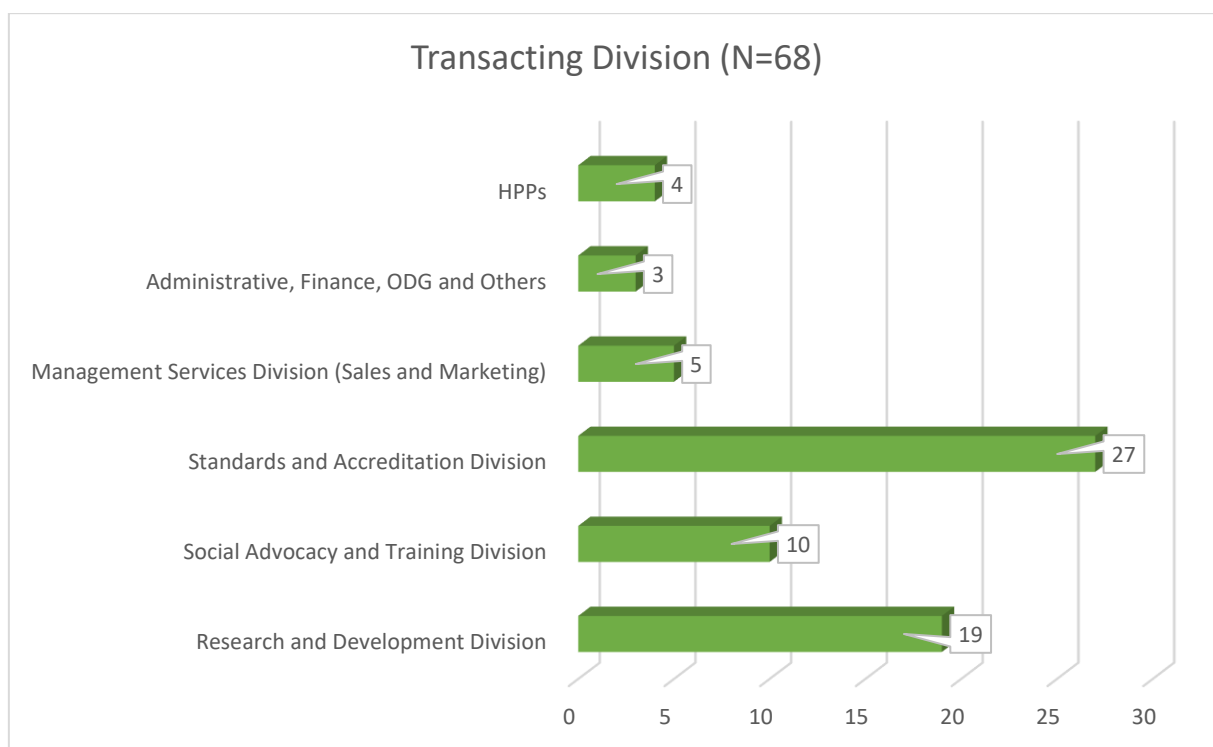
PITAHC Adopted Service Quality Dimension	Description
<b>Responsiveness</b>	This SQD or criteria will describe the positive, quickness, and appropriateness response of the service given/provided to PITAHC client
<b>Promptness</b>	This SQD or criteria will describe the timeliness that service provided to the PITAHC clients.
<b>Competence</b>	This SQD or criteria will describe the staff knowledge or how well-informed with the PITAHC services provided to the clients.
<b>Courtesy</b>	This SQD or criteria will describe how courteous and approachable while providing the clients with PITAHC services.
<b>Professionalism</b>	This SQD or criteria will describe how services rendered were just, honest, and fair to PITAHC clients



After the data collection, validation and analysis, herein the results of PITAHC Client Satisfaction Survey:

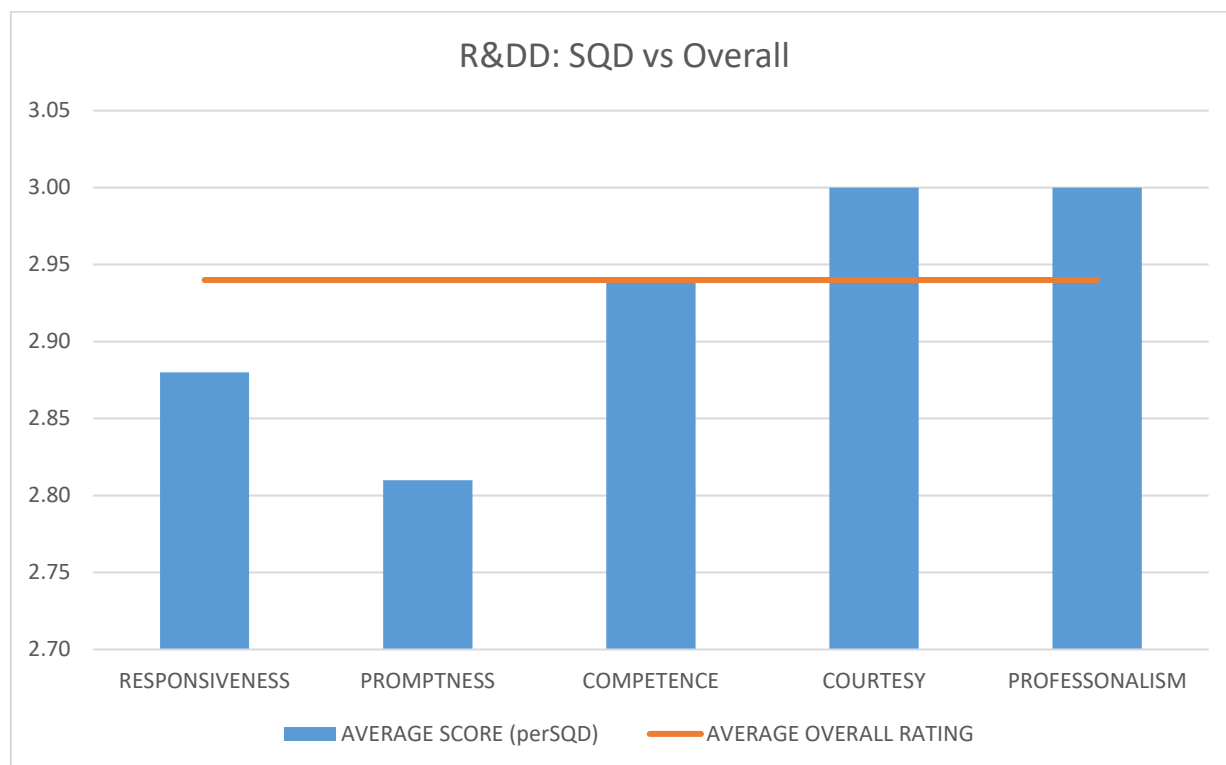
### By Transacting Division

Based on the data gathered, forty percent (40% or 27) of the respondents have their services availed through the Standards and Accreditation Division. The S&AD attended the application of practitioners for Certification. It was then followed by the Research and Development Division with twenty-eight percent (28% or 19) of the total respondents, mostly requesting information on TAHC research and answering requests for funding of T&CM studies. While fifteen percent (15% or 5) of the respondents availed services from from the Social Advocacy and Training Division. Seven percent (7%) of the total respondent availed services through Management Services Division, who mostly bought PITAHC published books.



### Research and Development Division (R&DD)

This division provides clients information about TAHC research and attends to requests for funding of TAHC studies. A total of nineteen (19) respondents were collected for this division, the result as follows:

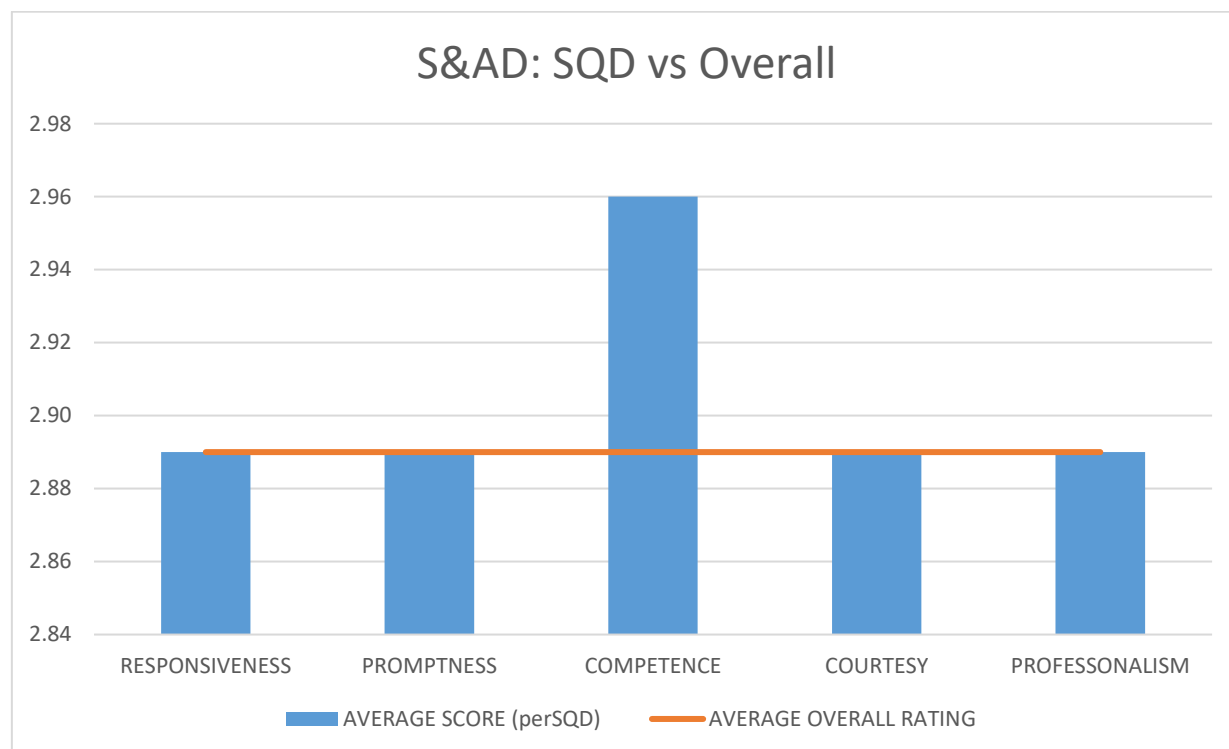


The respondents have appreciated the professionalism and courteousness of the R&DD staff for providing the service they availed. While others found the service provided needs timelier or actively attended to their needs but still these respondents were “very satisfied” with the time given to their needs.

The R&DD received an overall impression from their respondents of an average score of 2.94 with adjectival rating of “Very Satisfactory”. Most of the respondents appreciated the fairness and politeness of the R&D staff who render their service.

### **Standards and Accreditation Division (S&AD)**

This division provides services on the processing of their certification for practitioners and centers for Filipino and Non-Filipino clients. A total of twenty-seven (27) respondents were collected for this division, the result as follows:

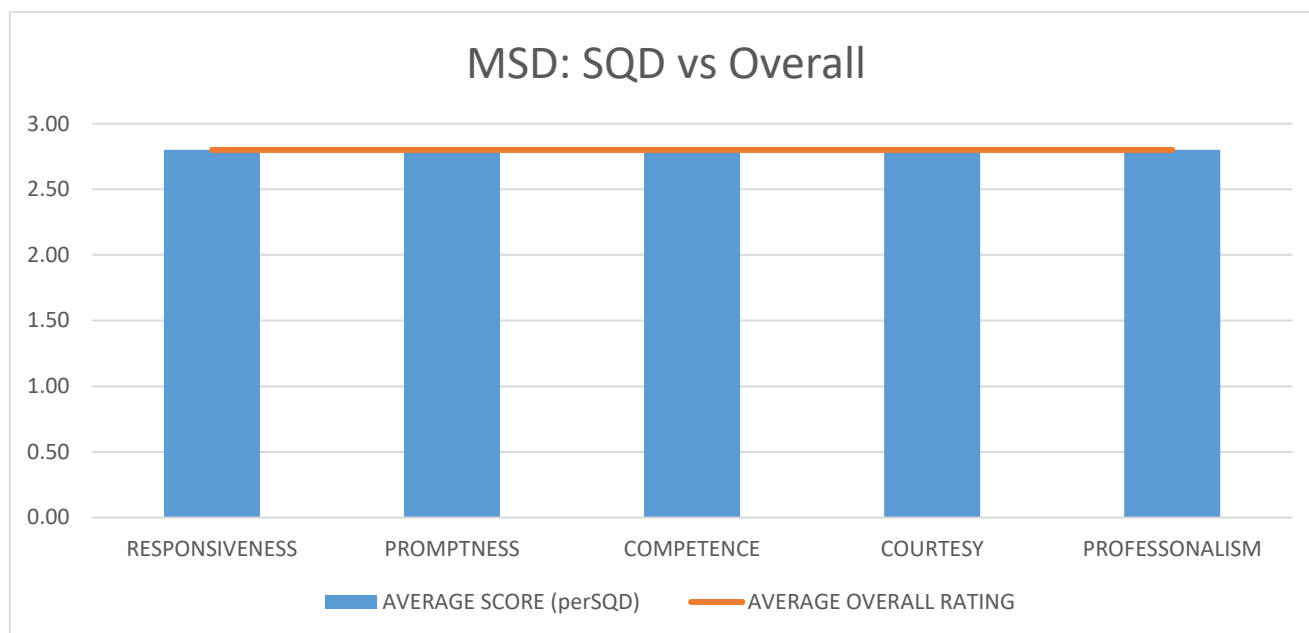


The respondents have appreciated the knowledge of the S&AD staff on the different processes under this division. While other respondents thought that S&AD staff meet the expected service quality as to responsiveness, being prompt in every query and being courteous while providing services by this their clients rated this division with "very satisfying rating".

The S&A Division received an overall impression from their respondents of an average score of 2.89 with adjectival rating of "Very Satisfactory". Most of the respondents appreciated the responsiveness and competence of the S&A Division staff who render their service.

### **Management Services Division (MSD)**

This division provides services on the sales and marketing of PITAHC Published Books and products. Also, the MSD attends ISO and GAD related matters. A total of five (5) respondents were collected for this division, the result as follows:

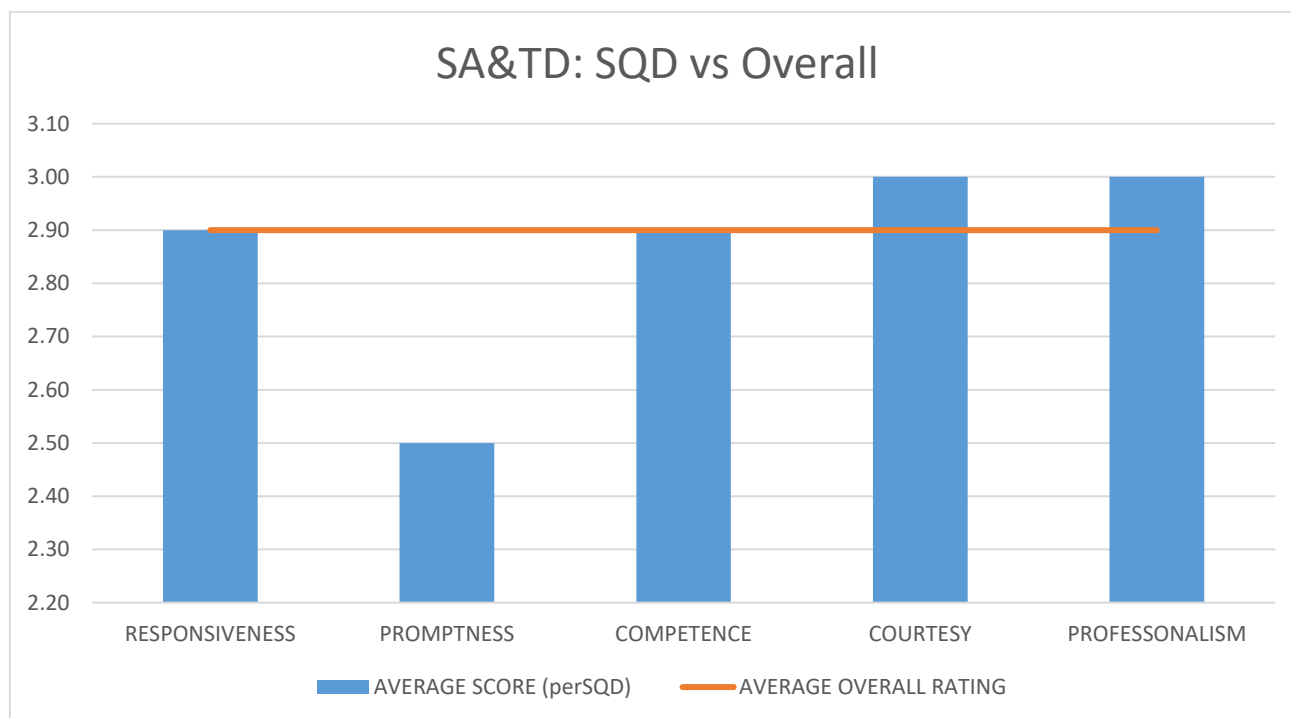


The respondents have appreciated the service provided by MSD staff in all dimensions by giving them a “Very satisfied” rating. From being fair and honest to timeliness of providing services to their clients.

The MSD Division received an overall impression from their respondents of an average score of 2.80 with adjectival rating of “Very Satisfactory”. Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.

### **Social Advocacy and Training Division (SA&TD)**

This division provides services on the request for training on Acupressure, Tuina Massage, Basic & Advance Acupuncture. Also, the SA&TD cater to requests for Seminar Orientation on the proper use of medicinal plants using the PITAHC Published books. A total of ten (10) respondents were collected for this division, the result as follows:

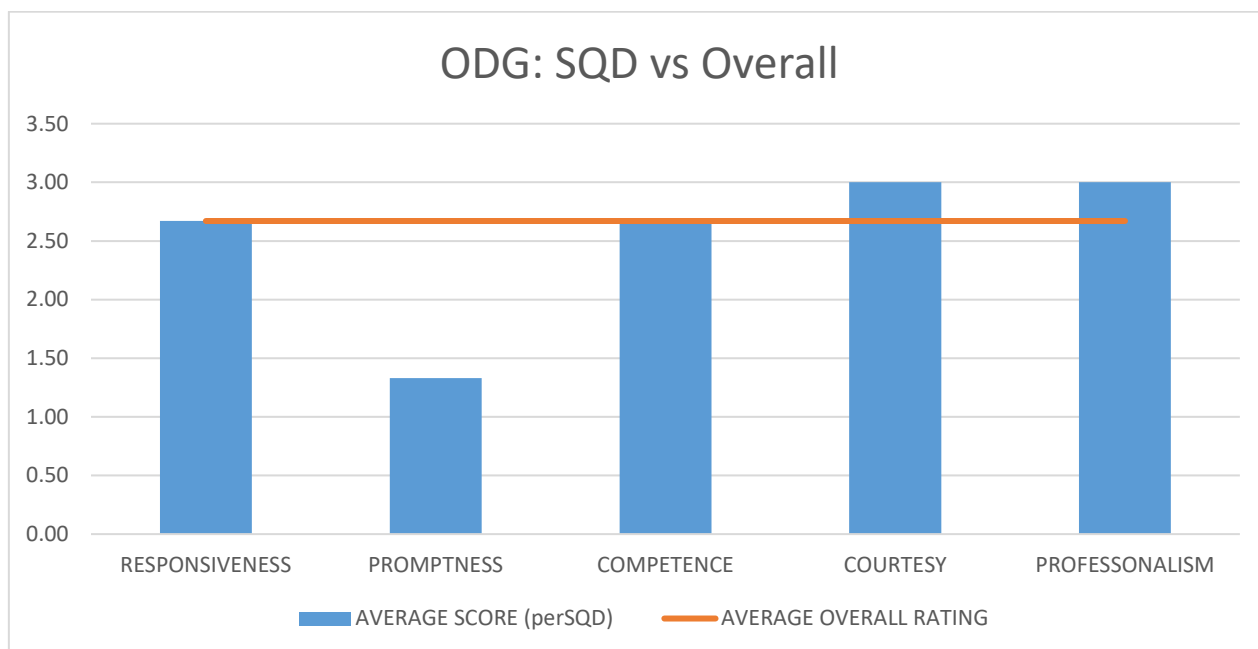


The respondents have appreciated the professionalism and courteousness of the SA&TD staff while providing the services they availed. While others found the service provided needs timelier or to be more actively attend to their needs but still these respondents were “very satisfied” with the services given to them.

The SA&TD Division received an overall impression from their respondents of an average score of 2.90 with adjectival rating of “Very Satisfactory”. Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.

### **Administrative, Finance, Office of the Director-General and Others**

For this survey, the Office of the Director General was also included in measuring their client’ experience in services they provided. A total of three (3) respondents were collected for this office, the result as follows:

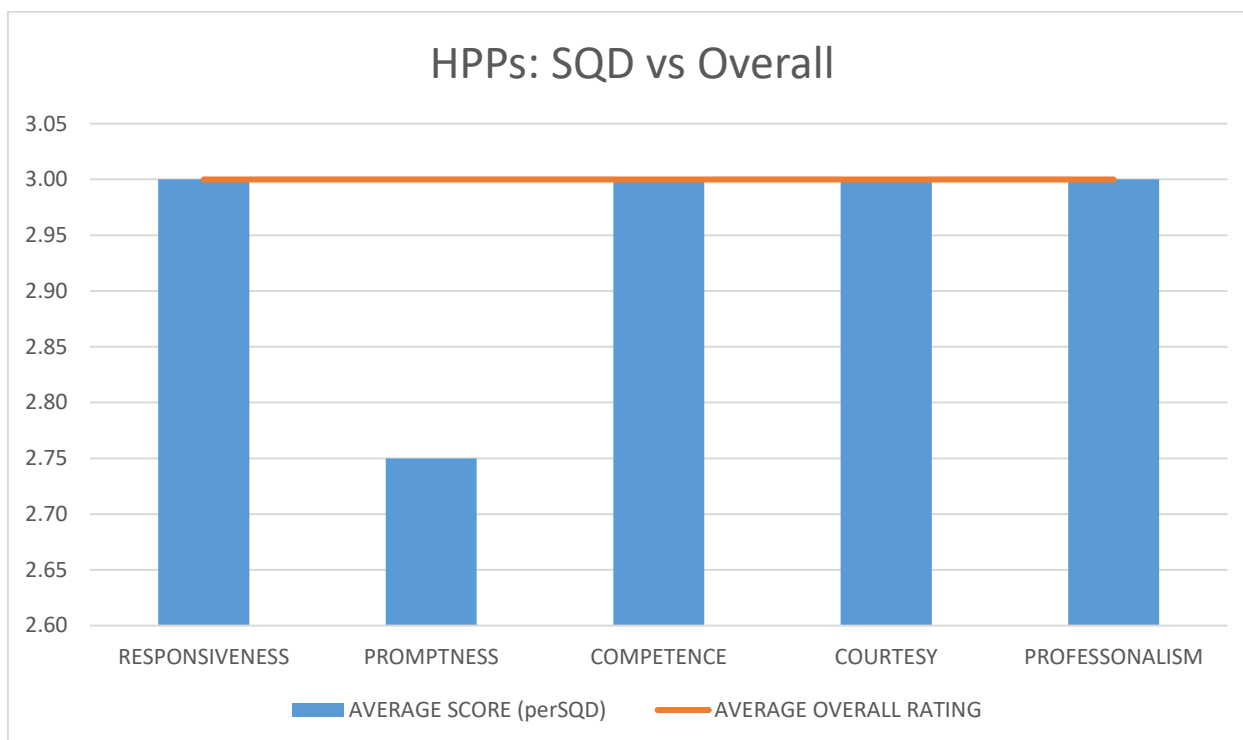


The respondents have appreciated the professionalism, responsiveness and courteousness of the ODG staff while providing the services they availed. While others found the service provided needs timelier or to be faster to attend to their needs but still these respondents were “very satisfied” with the services given to them.

The ODG received an overall impression from their respondents of an average score of 2.67 with adjectival rating of “Very Satisfactory”. Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.

### **Herbal Processing Plants (HPPs)**

The PITAHC also has other functions, such as production of herbal medicines to support its operations and assist the government in its effort of increasing access to medicines. In this survey, the Davao and Cagayan HPPs have also submitted their CSS accomplished forms. A total of four (4) respondents were collected for this office, the result as follows:



The respondents have appreciated the services provided to them by HPPs staff by meeting the expected SQD as to professionalism, responsiveness, competence and courteousness. While one (1) of the respondents found that HPPs shall also focus on the timeliness in facing any queries from them. However, these respondents were “very satisfied” with the services given to them.

The SA&TD Division received an overall impression from their respondents of an average score of 3.000 with adjectival rating of “Very Satisfactory”. Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.

### Comments, Suggestions and Commendations

The respondent’s remarkable comments, suggestions and commendations gathered in the survey were enumerated below to know and appreciate the good practices that satisfied and delighted the clients.

PITAHC Division	Comments, Suggestions and Commendations
Research and Development	Staff are very helpful and accommodating
	Whenever we have concern and queries about our project the staff in R&D responds immediately with respect and courteousness, by phone or email.
	The persons we directly deal with respond quickly but the other offices where we need



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	the decisions take time, sometimes, much time.
Management Services Division (Sales and Marketing)	I commend the assistance that the staff of PITAHC gave me. They are courteous and responsive in dealing with my concerns
Standards and Accreditation	All of my inquiries were answered
	Ms. Juris and Sir Nemi are approachable. Very easy to talk with
Herbal Processing Plants	They positively responded to our invitation for the online orientation on Herbal Preparation

### Opportunity for Improvements

With the sixty-eight (68) respondents, the PITAHC received an overall impression from their respondents (clients served) of an average score of 2.90 with adjectival rating of "Very Satisfactory". However, the PITAHC received the lowest rating of SQD in terms of "Promptness" with an average score of 2.74". These reflect on the comments made by the respondents.

PITAHC Division	Comments, Suggestions and Commendations
Administrative, Finance, Office of the Director-General and Others	Payment for our latest billing has been overly delayed. Website progress has also been very slow
Social Advocacy and Training Division	Our project to redesign and relaunch PITAHC's website has faced delays in implementation due to the pace of feedback
Research and Development	The persons we directly deal with respond quickly but the other offices where we need the decisions take time, sometimes, much time.

### Overall Agency Citizen/Client Satisfaction Score

A total of sixty-eight (68) respondents, the PITAHC received an overall impression from their respondents (clients served) of an average score of 2.90 with adjectival rating of "Very Satisfactory". Wherein, respondents taught the PITAHC have exceeded their expectations in terms of courteousness, competence and professionalism of the PITAHC staff who attended their need for services availed. However, based on the score given by some respondents, they have noted the need for more active and timely provision of PITAHC services.

### VI. Comparison of 2019 and 2020 Client Satisfaction Survey Result

The IATF AO No. 25 also requires agencies to compare the result for CSS 2020 result to the agency's 2019 CSS result.

The 2019 CSS form used the Five (5)-point Likert Scale adjectival scale. The survey adopted four (4) Service Quality Dimensions (SQD) through courtesy, professionalism, responsiveness and overall impression.



In March 2020, the PITAHC issued the new harmonized 2020 CSS form for all services provided by different divisions which was used for this survey and discussed above. The 2020 CSS had added two SQD (Promptness and Competency).

The 2019 CSS data showed the majority of the respondents strongly agreed or satisfied with the responsiveness of the service provided by the staff. While the CSS 2020 presented that the respondents rated the PITAHC service with adjectival rating of "Very Satisfactory". Both years showed no major issue raised by the respondents or any events that needed the attention of the management. Moreover, the PITAHC have maintained strength in three SQD particularly for being responsive to the needs of the clients and displayed professionalism during the delivery of service provided.

## **VII. Recommendations**

With the result from the 2020 PITAHC Client Satisfaction Survey it is hereby recommended the following;

1. The results per division per service quality dimension may be used as reference by the Training Officer to assess what key competencies to provide to PITAHC staff for improvement.
2. For uniformity and improvement of the analysis, to review existing CSS forms, since the IATF on the Harmonization of National Government Performance Monitoring, Information and Reporting Systems have recommended service quality dimension. The PITAHC may include the SQD on "Cost" for its products.
3. For ease of statistical analysis, adopting new scaling reference from three (3)-point to five (5) Likert Scale.
4. Upon reviewing the form, to also consider segmenting the "service availed" by the clients. By doing this, specific services will be measured and evaluated.
5. The staff should be keen or aggressive in encouraging clients (both internal and external) to accomplish the approved PITAHC CSS forms. For telephone, electronic mail or social media queries or service given, all staff should rigorously ask their clients to accomplish the electronic forms by sending the Google Form Link. It is also recommended to have a dedicated computer in the lobby area of the Office, so that clients may have options.
6. Consider assigning at least one (1) staff to designate as the key point for the CSS per division who will ensure that all clients will completely fill-in the forms and encoded, if possible (as a form of validation).
7. In compliance with the requirement specified under Annex 4 of the IATF AO No. 25, the PITAHC Management shall nominate and showcase best practices that contribute in assisting and influencing other agencies to develop similar initiatives which could be implanted, replicated, and/or enhanced. Moreover, the process owners guided by the PITAHC Management shall develop and submit Agency Action Plan reported in FY 2019 PBB and Continuous Agency Improvement Plan for FY 2021.



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8. The PITAHC Management Committee may adopt the draft action plan to address the concern observed in this survey;

No.	PITAHC Division	Action to be Taken	Timeline
1	Research and Development	To discuss and review the time allotment of each serviced offered per client to address the SQD "Promptness"	January 2021
2	Standards and Accreditation	The Division Chief shall discuss the OFI specifically the SQD on addressing issues on "Courtesy" and "Professionalism". To conduct trainings in relation to these topics or may look at CSC or DAP calendar	March 2021
3	Social Advocacy and Training	To improve the collection of survey form to better understand the experience of the clients	Year-round
4	Management Services	To improve the collection of survey form to better understand the experience of the clients and strengthen HPP participation in this survey	Year-round
5	Administrative, Finance, Office of the Director-General and Others	To assess what key competencies to provide to PITAHC staff for improvement	January 2021
		To explore other possible way of encouraging clients (both internal and external) to accomplish the approved PITAHC CSS forms	March 2021
6	Herbal Processing Plants	To improve the collection of survey form to better understand the experience of the clients	Year-round

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**ANNEX A**  
**PITAHC Client Satisfaction Survey (CSS) Form**

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CLIENT SATISFACTION SURVEY**

Name (Optional): \_\_\_\_\_ Date: \_\_\_\_\_

We would be grateful if you could spare a few minutes to complete this Customer Satisfaction Questionnaire. Help us ensure that our standard of customer care exceeds expectations whenever possible.

Sex: \_\_\_\_\_ Male \_\_\_\_\_ Female

I am a: \_\_\_\_\_ Student \_\_\_\_\_ Researcher \_\_\_\_\_ Practitioner \_\_\_\_\_ Buyer Others: \_\_\_\_\_

Transacting Office:

☐ Research and Development Division  
☐ Standards and Accreditation Division  
☐ Social Advocacy and Standards Division  
☐ Administrative Division  
☐ Finance Division

☐ Management Services Division (Sales and Marketing)  
☐ Bids and Awards Committee  
☐ Herbal Processing Plant: \_\_\_\_\_  
☐ Others: \_\_\_\_\_

Please check (✓) the appropriate box to indicate your degree of satisfaction.

1 = Needs Improvement      2 = Satisfactory      3 = Very Satisfactory

Statements	1 ☹	2	3 😊	Comments/ Improvements
<b>RESPONSIVENESS</b> Positive, quick and appropriate response was given/ provided. (Natugunan ng angkop at mabilis ang serbisyong kailangan.)				
<b>PROMPTNESS</b> Service provided was given on time. (Maagap sa paghatid ng serbisyo)				
<b>COMPETENCE</b> The staff was well-informed with the service. (Ang kawani ay may sapat na kaalaman sa serbisyo.)				
<b>COURTESY</b> The staff was courteous and approachable. (Ang kawani ay magalang at madaling lapitan.)				
<b>PROFESSIONALISM</b> The services rendered were just, honest, and fair. (Ang mga serbisyong ibinigay ay makatuturan, tapat, at patas.)				
<b>Overall, are you satisfied with the services provided?</b> (Sa pangkalahatan, nasiyahan ka ba sa mga serbisyong ibinigay?)				

For immediate concern/feedback kindly approach the officer of the day at the front desk.  
Thank you very much.



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**ANNEX B**  
PITAHC Client Satisfaction Survey (CSS)  
**Google Form**

**Link:**


**[https://docs.google.com/forms/d/e/1FAIpQLSdq8IyIJqGjv5dyFN6nwRBYpxRPFe951RRdHDcuRarJ\\_nml-A/formResponse](https://docs.google.com/forms/d/e/1FAIpQLSdq8IyIJqGjv5dyFN6nwRBYpxRPFe951RRdHDcuRarJ_nml-A/formResponse)**

**CLIENT SATISFACTION SURVEY**

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We would be grateful if you could spare a few minutes to complete this Customer  
Satisfaction Questionnaire. Help us ensure that our standard of customer care exceeds  
expectations whenever possible.



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**CLIENT SATISFACTION SURVEY**

\*Required

**Client Information**

Date Accomplished

Date

dd/mm/yyyy

Name (Optional)

Your answer

Sex

☐ Female

☐ Male

I am a \*

☐ Researcher

☐ Practitioner

☐ Student

☐ Buyer

☐ Service Provider / Supplier