



2021 PITAHC CLIENT SATISFACTION SURVEY (CSS) (CY 2021 – Year End Final Result)

I. Title: **CONDUCT OF CITIZEN/CLIENT SATISFACTION SURVEY FOR THE YEAR 2021,
(January to December)**

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.

In 2020, the PITAHC a total of sixty-eight (68) clients responded to the survey conducted both in electronic and printed forms. The PITAHC received an overall impression from their respondents (clients served) of an average score of 2.90 with an 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.

The result of this survey will be essential for PITAHC Process Owners and Management for reviewing and recalibrating processes and strategies in attending to the needs of 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 2021.

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 a conclusion on the client's perception of the services given;



- IV. To identify possible key areas for improvement that the PITAHC might consider to improve its 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:

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

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

Needs Improvement <input type="checkbox"/>	Satisfactory <input type="checkbox"/>	Very Satisfactory <input type="checkbox"/>
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 with 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 2021. All printed forms were encoded to the Google form link provided for consolidation and validation.

Sampling was not done due to the limited number of respondents as recommended under the IATF AO No. 25 guidelines on sampling but instead used the entire data collected. 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 November 2021, as follows:

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)
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 Training)
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 Training)
11	Management Services	Sales and Marketing of PITAHC Published Books and products
		ISO & GAD related matters
12	Administrative Division	Hiring of new employee, procedure for complaints/recommendations/inquiries/suggestions
13	Finance Division	Processing of Payment for Purchase Goods/Services/Consulting Services, Cash Advances to Employees for Local/Foreign Travel, Research Projects and Honorarium
14	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
		Sales and Marketing of PITAHC Published Books and products
		Request for Information regarding T&CM
		Request for Bioassay Services
		Pharmacy Internship



Training provided by PITAHC was not included in this survey since training evaluation has different parameters.

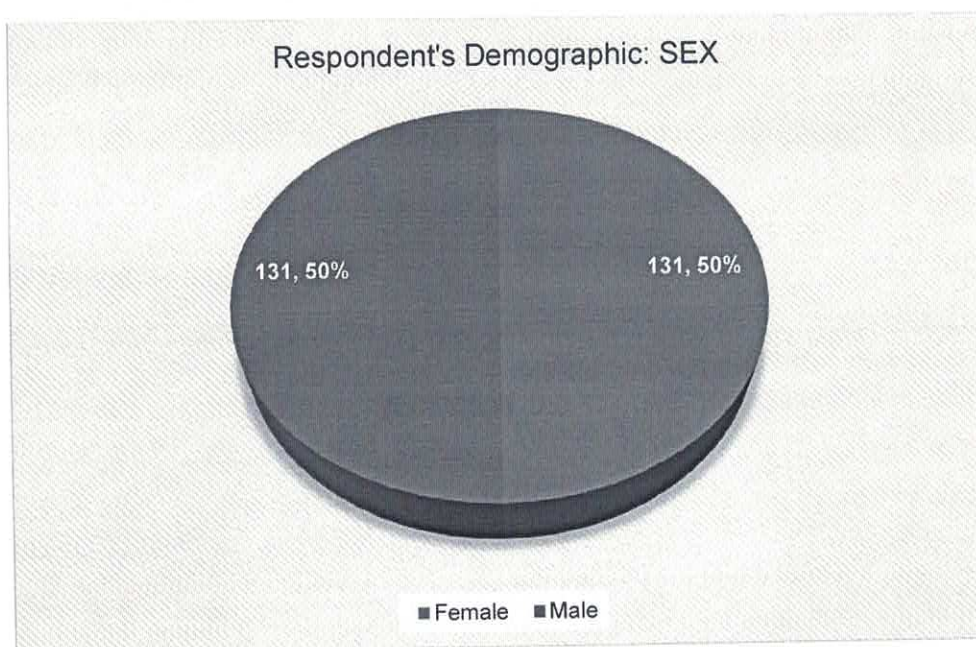
VI. Results, Data Analysis and Conclusion

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

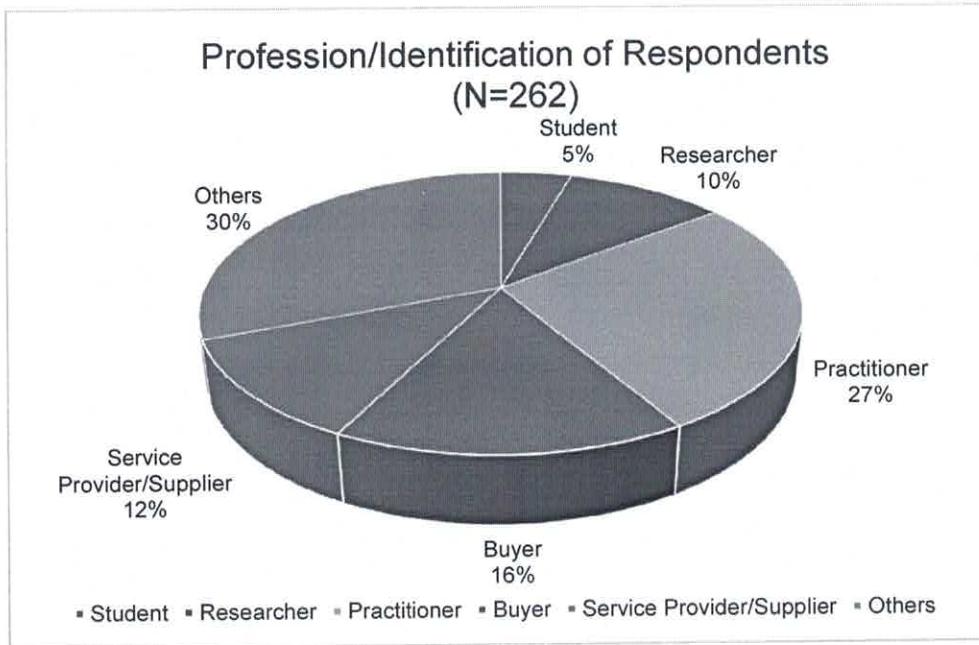
Respondent's Demographic

A total of two hundred sixty-two (262) respondents served by different services offered by PITAHC from January to December 2021 have submitted accomplished PITAHC CSS forms. There were no age group included in the survey forms only the sex and profession/identification of the respondents were reflected.

Based on the data collected, there was equal distribution of sexes for this year's survey with 131 respondents for both sexes.



For the profession or identification of the respondents, the approved CSS forms have pre-listed the possible clients that PITAHC will be serving. Among the two hundred sixty-two (262) respondents, eighty of them (80/262 or 30%) were from "Others" group (*they are the respondents who identified themselves as DOH staff, members of the press or media partners, PITAHC employees, collectors, and TACH clinic/center's staff*), seventy (70) or 27% of the total respondents were practitioners, while other respondents identified themselves as buyers of PITAHC products (42 or 17%), followed by the suppliers (31 or 12%) and 10% of them were researchers. For this year, only 12 or 5% of the total respondents were students.



Measurement of Service Quality Dimension (SQD) or Criteria

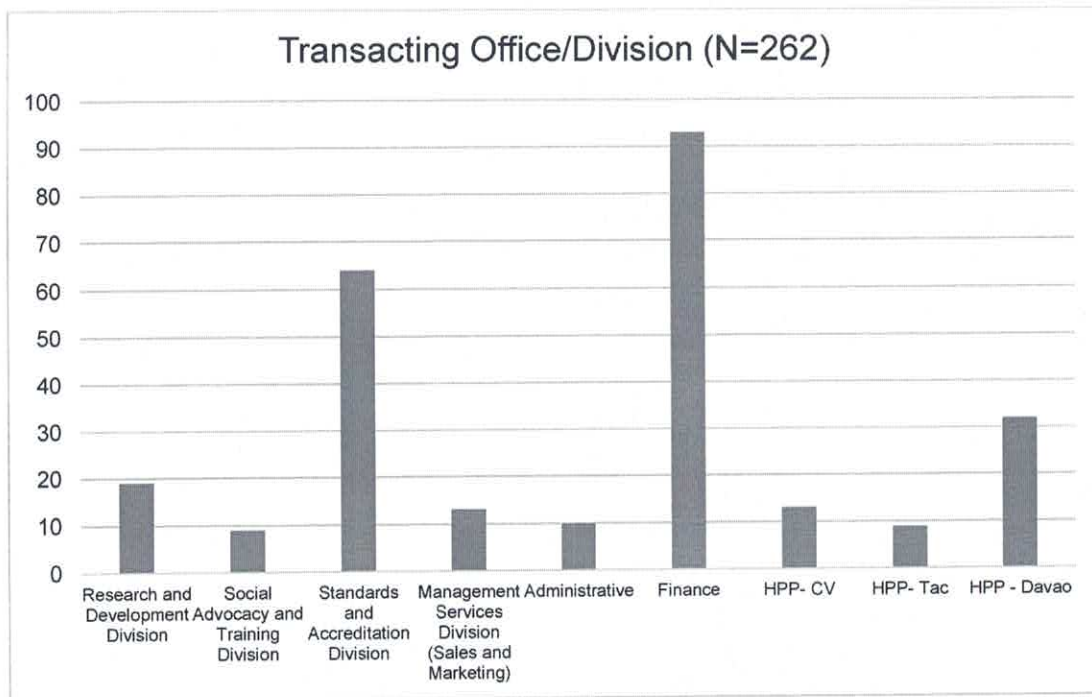
For 2021, the PITAHC still refers to its five (5) Service Quality Dimensions (SQDs) or criteria to measure the client's experience in availing of PITAHC's services such as responsiveness, promptness, competence, courtesy and professionalism. This survey provides a list of "Transacting Division" that reflects the service/s availed by the clients.

After the data collection, validation and analysis, herein the results of the PITAHC Client Satisfaction Survey covering January to December 2021:

By Transacting Division

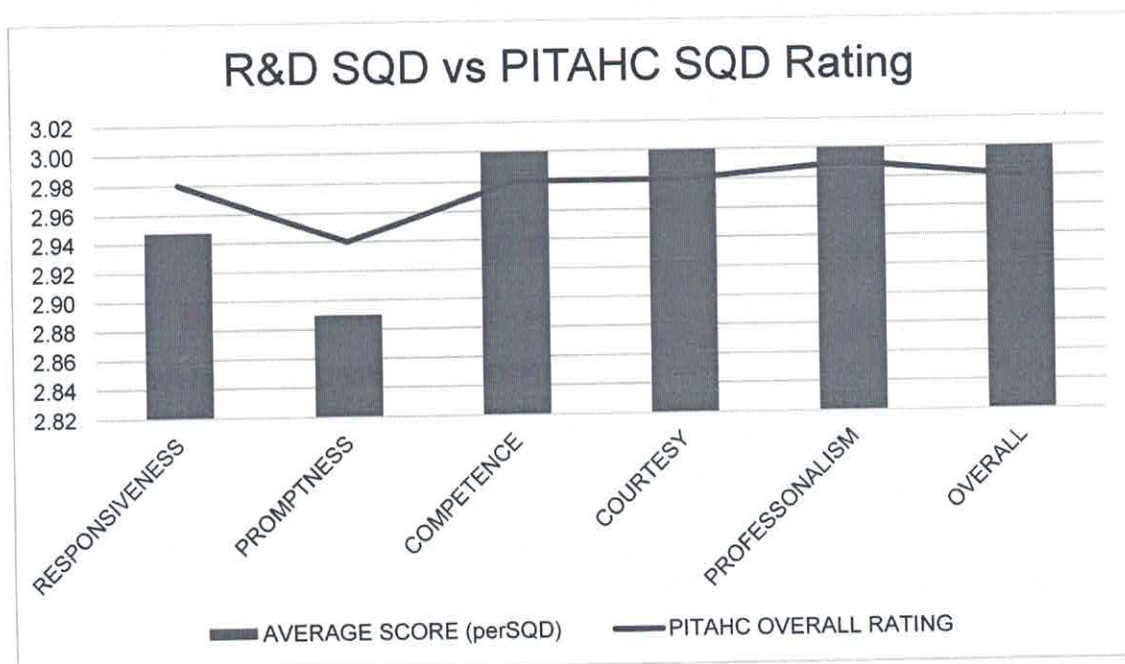
Based on the data gathered, the most number of respondents of this year survey was from the Finance Division with 93 respondents out of the 254 total respondents (93%) from January to December 2021. It was then followed by twenty-five percent (24%) or 64 of the respondents have their services availed through the Standards and Accreditation Division (S&AD.) The S&AD attended the application of practitioners for certification and accreditation of TAHC facilities.

Twelve percent (12%) of the total respondents availed themselves of services through Davao Herbal Processing Plant. For the Central Office, Social Advocacy have only nine (9 or 3%) accomplished CSS form found in the database.



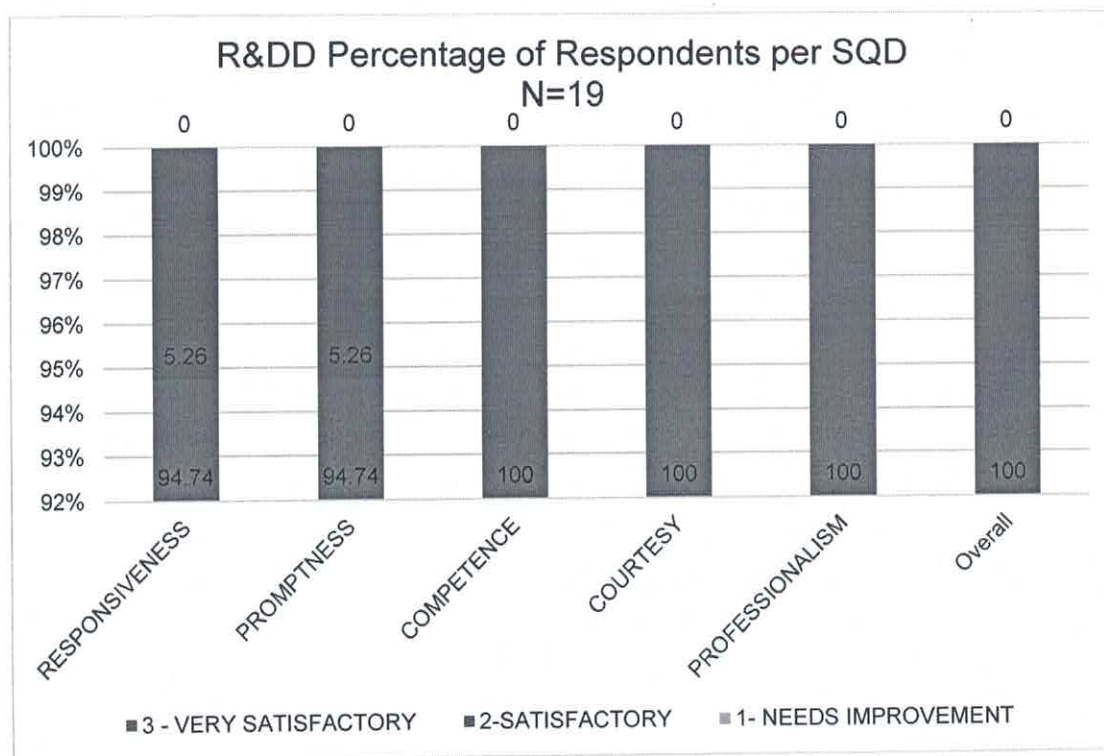
Research and Development Division (R&DD)

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





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

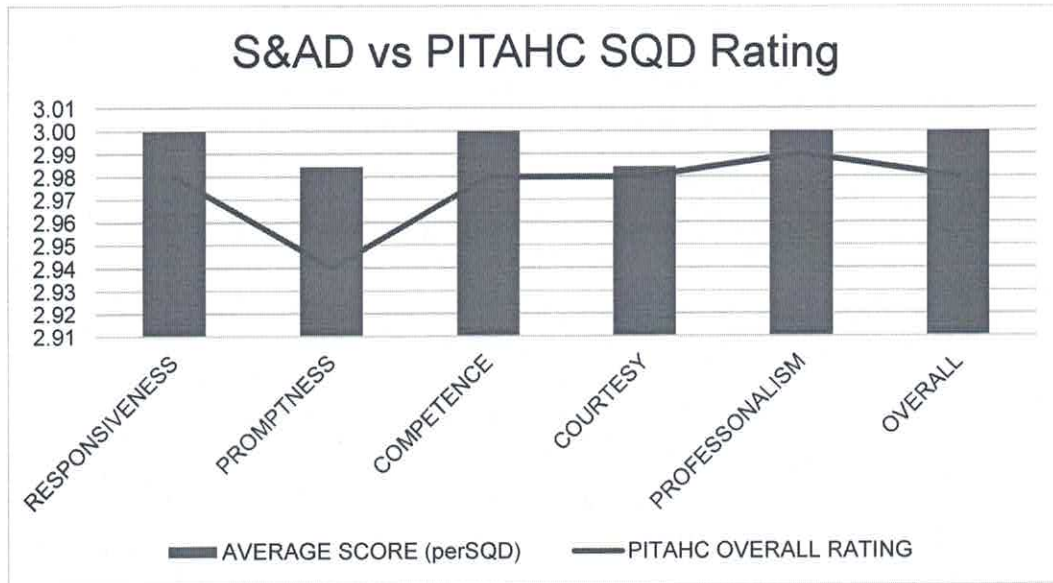


While one respondents rated R&DD with a "Satisfactory" rating for the SQD "Promptness" and "Responsiveness" which is below the average PITAHC overall client's impression.

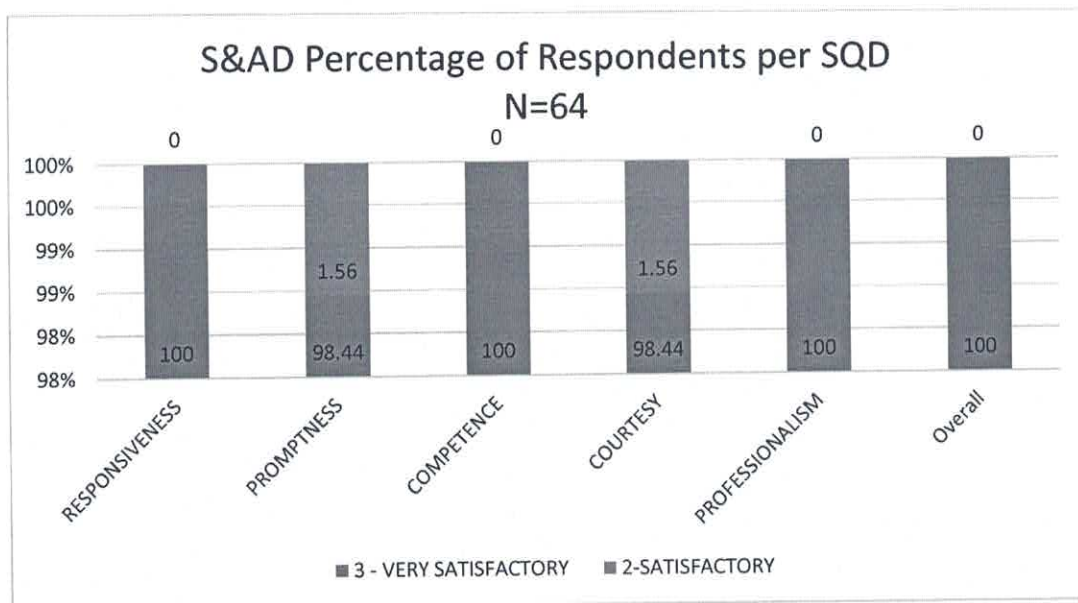
The R&DD received an overall impression from their respondents with an average score of 3.00 with an adjectival rating of "Very Satisfactory". Most of the respondents appreciated the fairness, knowledge of the processes and politeness of the R&D staff who rendered their service.

Standards and Accreditation Division (S&AD)

This division provides services on the processing of applications for certification and accreditation for practitioners and centers for Filipino and Non-Filipino clients respectively. A total of sixty-four (64) respondents were collected for this division, the result as follows:



Sixty-four (64) respondents have appreciated the knowledge of the S&AD staff on the different processes under this division. All respondents noted the that S&AD staff meets the expected service quality as to responsiveness, being prompt in every query and being courteous while providing services by their client's rating this division with "Very Satisfactory" rating.

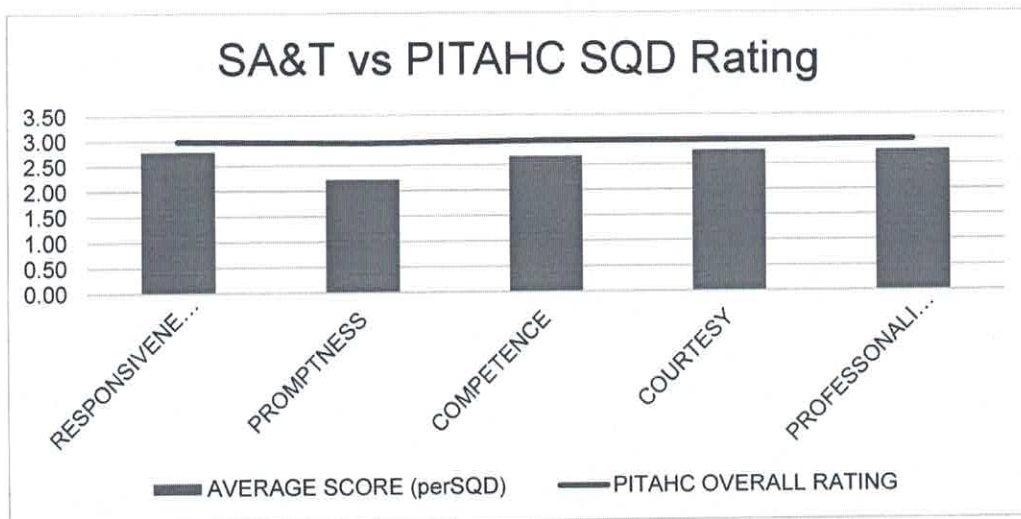


The S&A Division received an overall impression from their respondents of an average score of 3.00 with an adjectival rating of "Very Satisfactory" for all (100%) clients served. The respondents have noted that S&AD staff exceeded their expectations in all service quality dimensions.

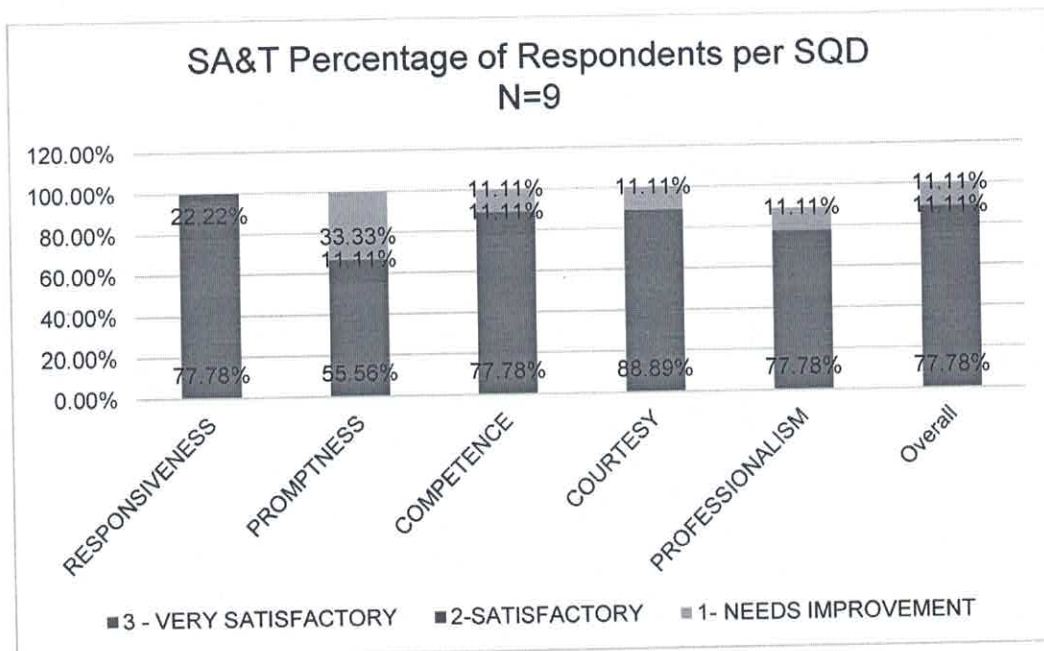


Social Advocacy and Training Division (SA&TD)

This division provides services on the requests for training on Acupressure, Tuina Massage, Basic & Advanced Acupuncture. Also, the SA&TD caters to requests for Seminar Orientation on the proper use of medicinal plants using the PITAHC Published books. Only nine (9) respondents were asked to measure the experience in availing services from Social Advocacy and Training Division, the results are as follows:



The respondents have appreciated the competence, professionalism, and courteousness of the SA&TD staff for providing the services they availed. For SQDs, courtesy, promptness and responsiveness of the SA&TD received an average rating of "2.50" from 4 respondents. While others found the service provided needs active in attending to their request, however the rating received by this division does not conform with the PITAHC overall rating in all SQDs.

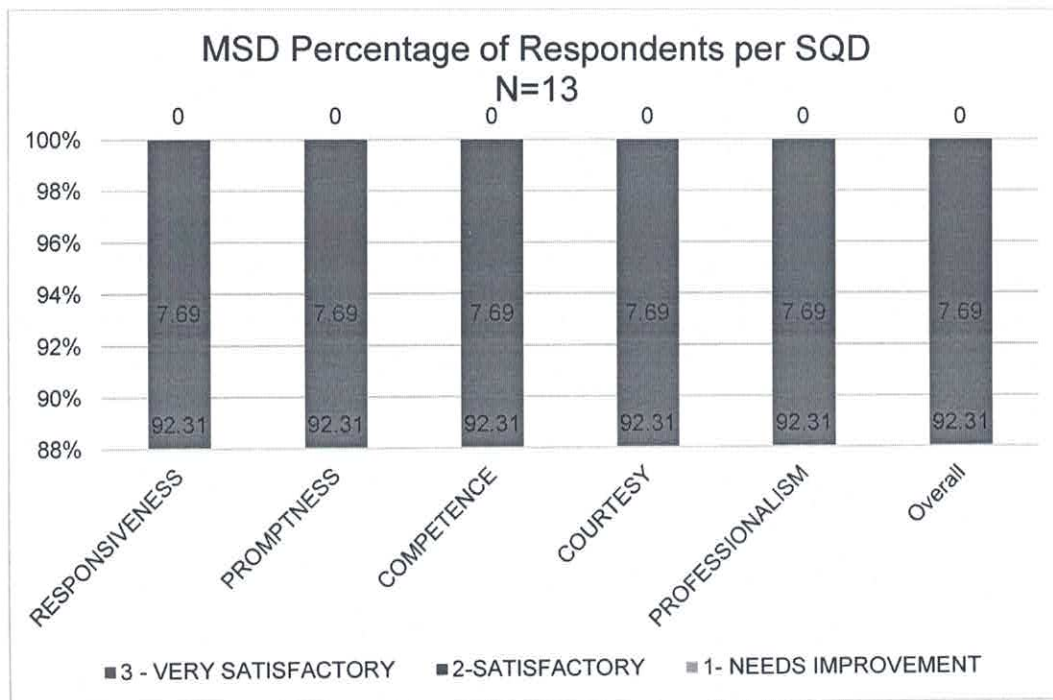




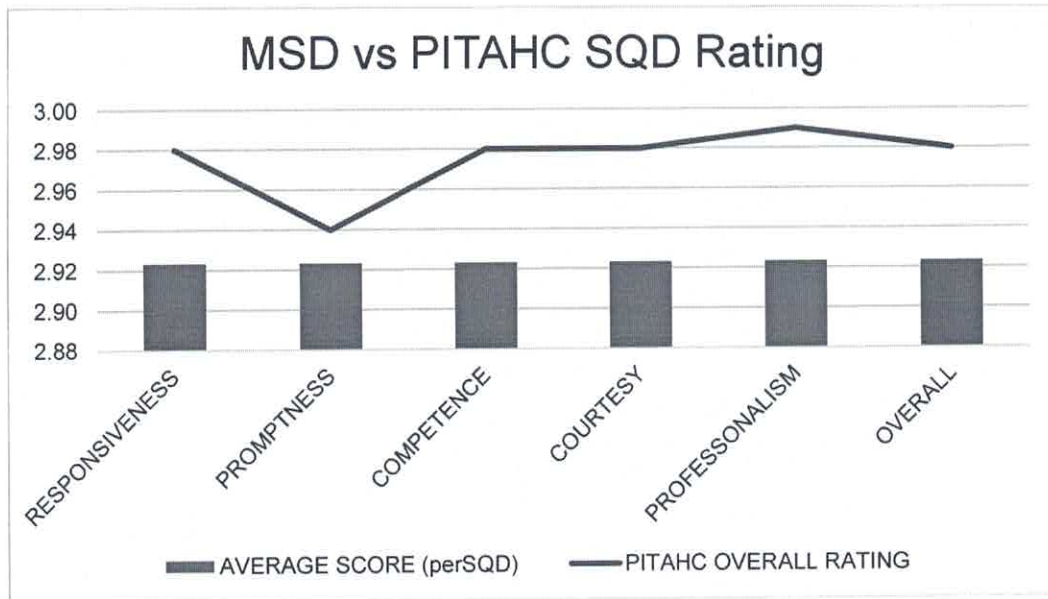
The client served by SA&TD rated them with below the PITAHC overall rating in five (5) SQDs. However, the nine (9) respondents rated SA&TD an average of "2.67" or "Very Satisfactory" with the service provided. Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public

Management Services Division (MSD)

This division provides services on the sales and marketing of PITAHC Published Books, herbal medicines and soaps. Also, the MSD attends to ISO and GAD-related matters. A total of thirteen (13) respondents were collected for this division, the results are as follows:



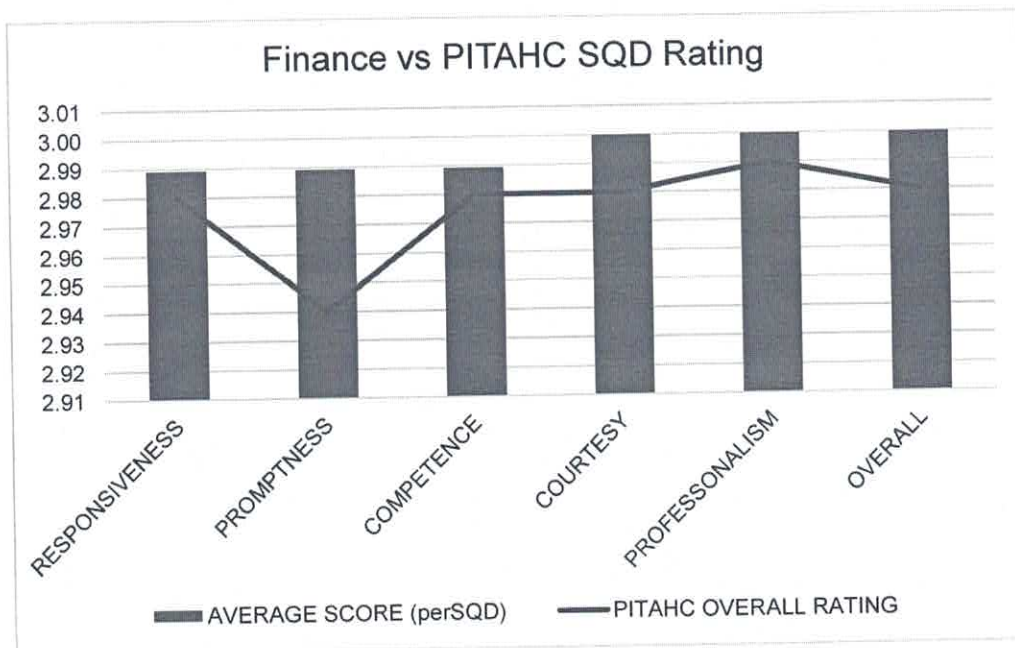
The ninety-two percent (92.31%) of their respondents have appreciated the service provided by MSD staff in all dimensions by giving them a "Very Satisfactory" rating. From being fair and honest to the timeliness of providing services to their clients.



The MSD Division received an overall impression from their respondents of an average score of 2.92 with an adjectival rating of "Very Satisfactory". However, it is below the PITAHC Overall rating for FY 2021 in all SQDs.

Finance Division

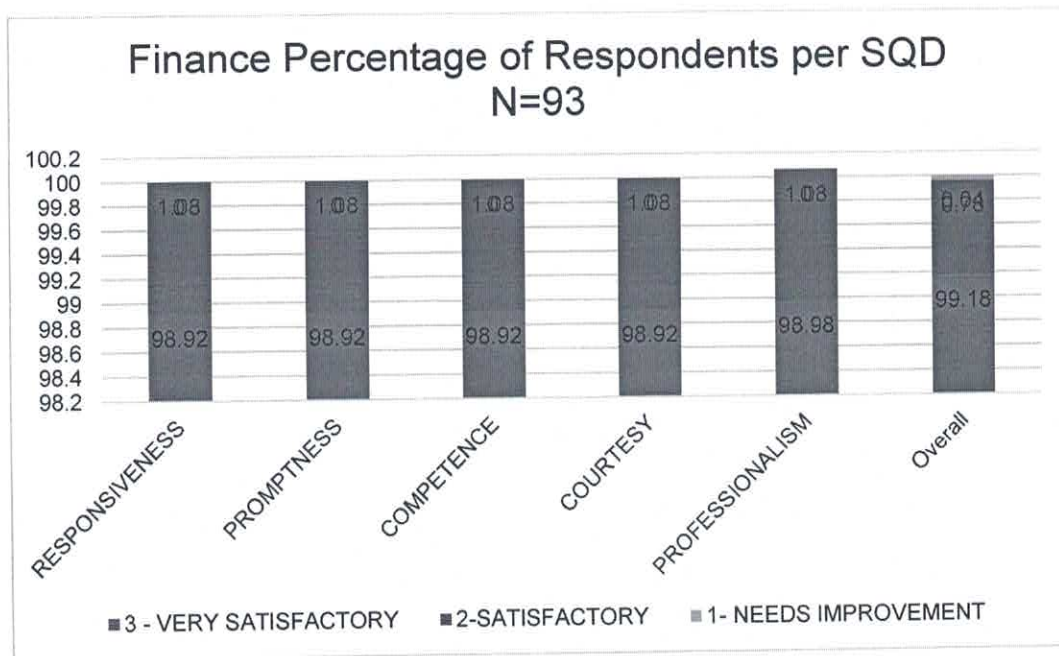
This division provides accounting, audit, and other financial transactions of PITAHC. A total of ninety-three (93) respondents were collected for this division, the result are as follows:





The respondents have appreciated the service provided by the Finance Division staff in all dimensions by giving them a "Very satisfactory" rating that even exceeded the PITAHC Overall impression. From being fair, honest, competent, and timeliness of providing services to their clients.

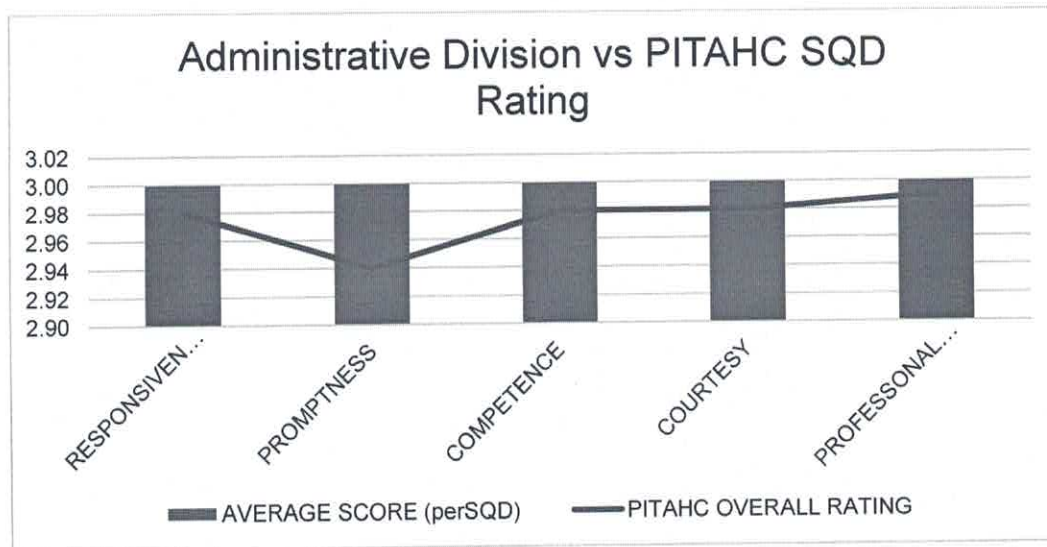
The respondents have appreciated the services provided by the Finance staff and rated this division "Very Satisfactory" in all service quality dimensions which exceeded the average PITAHC overall client's impression.



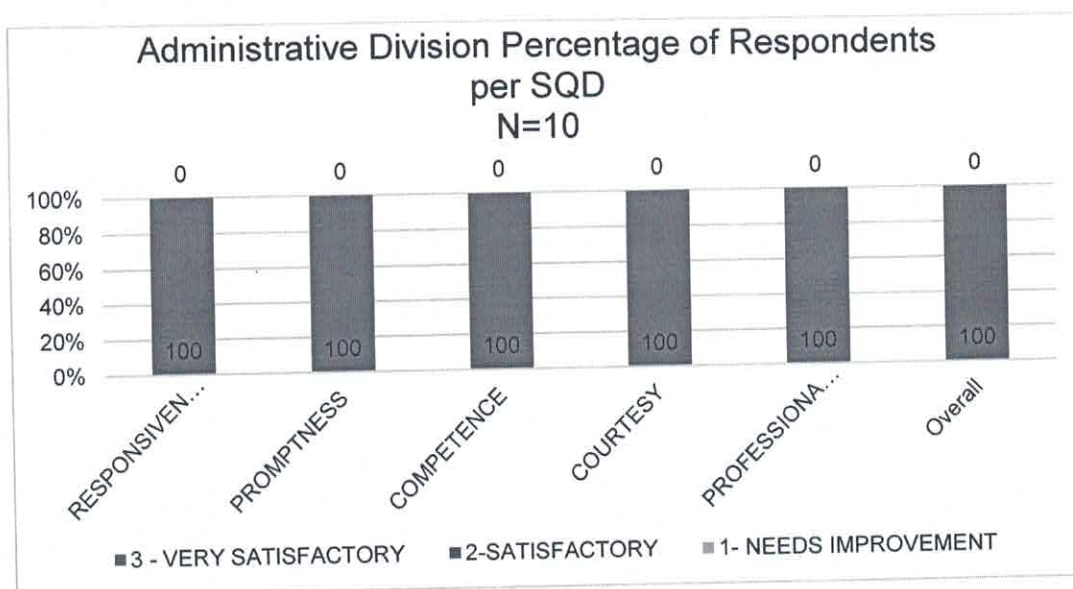
The Finance Division received an overall impression from their respondents of an average score of 3.00 with an adjectival rating of "Very Satisfactory".

Administrative Division

For this survey from January to December 2021, ten (10) respondents submitted their accomplished CSS Form and reflected in the database for Administrative Division, the results are as follows:



The respondents have appreciated the professionalism, competent, promptness, responsiveness and courteousness of the Admin staff while providing the services they availed.

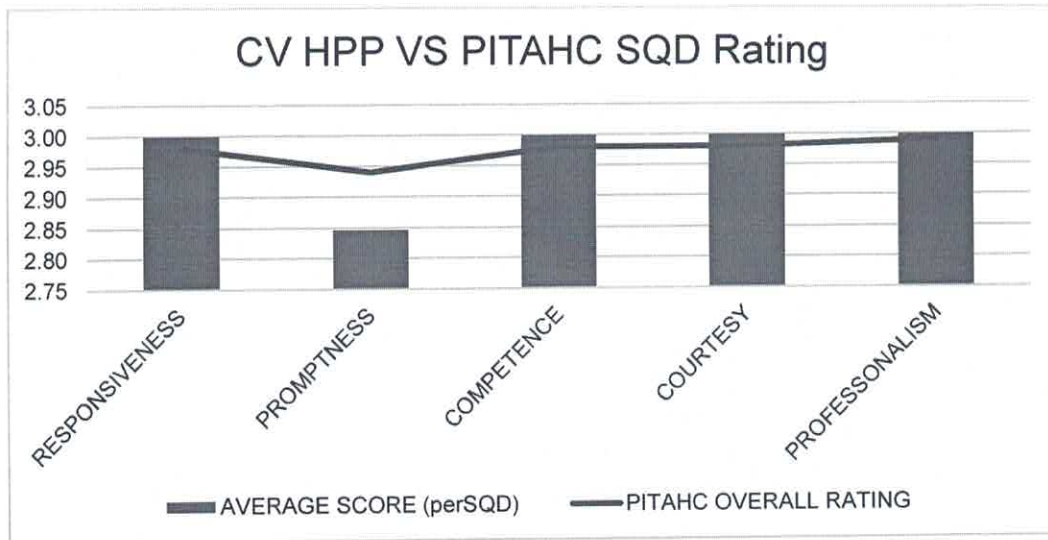


The Administrative Division received an overall impression from their respondents of an average score of 3.00 with an adjectival rating of "Very Satisfactory". Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.

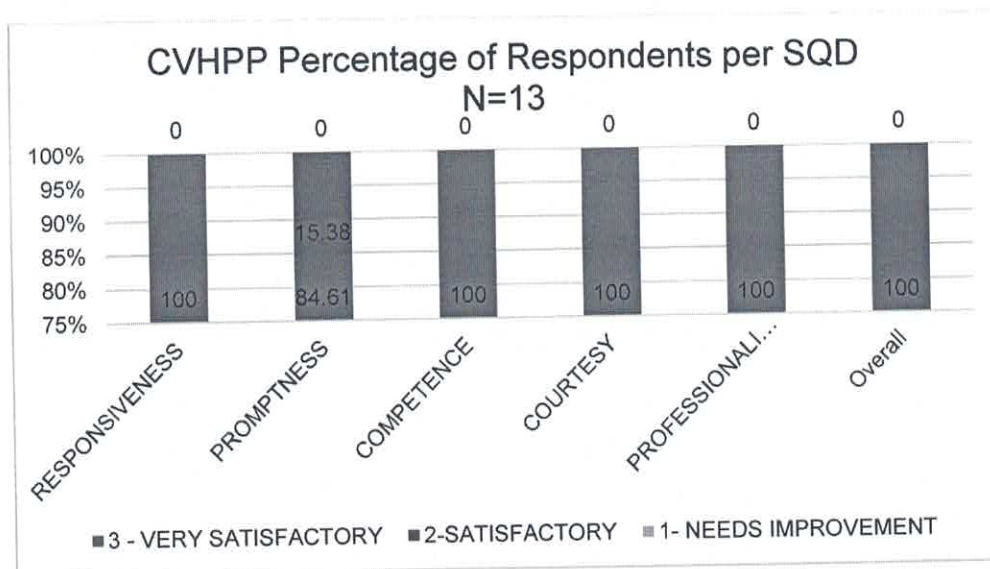
Herbal Processing Plants (HPPs)

The PITAHC has supportive functions, such as the production of herbal medicines to support its operations and assist the government in its effort of increasing access to medicines. In this survey, the three (3) Herbal Processing Plant; Cagayan, Tacloban and Davao HPPs have also been rated by their clients.

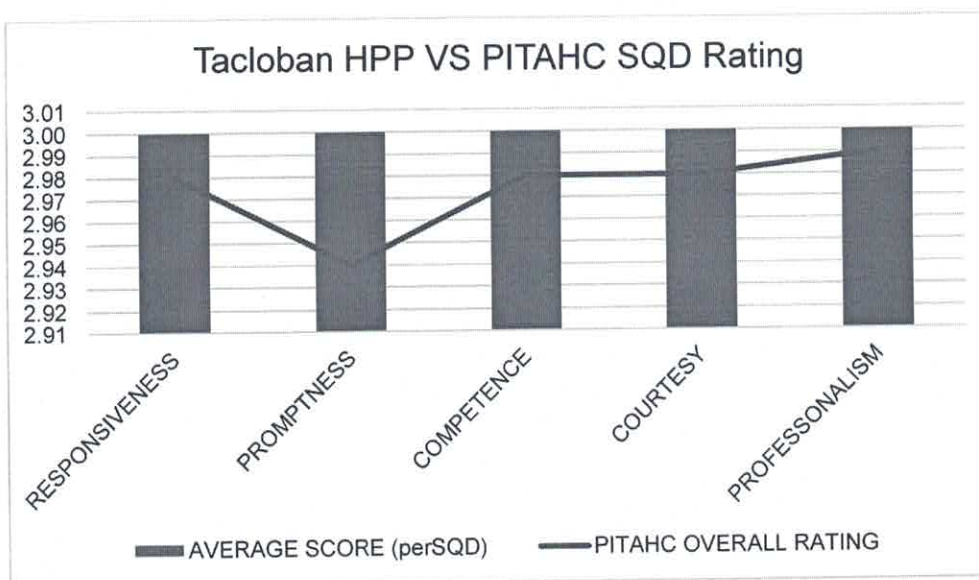
Cagayan Valley Herbal Processing Plant



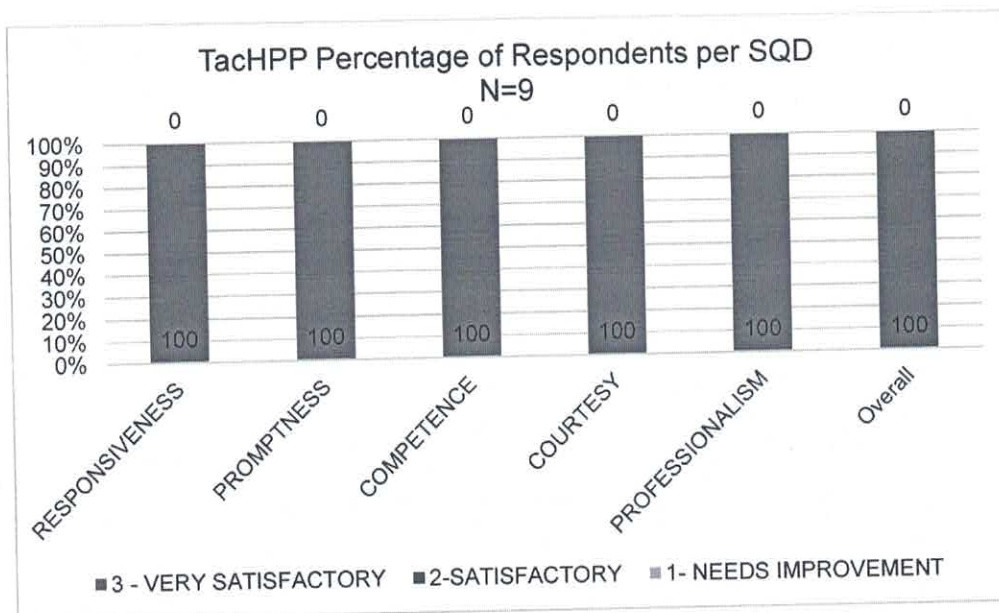
The respondents have appreciated the services provided to them by CVHPPs staff by meeting the expected SQD as to professionalism, responsiveness, competence, and courteousness. While one (2) or 15.38 % of the respondents found that CVHPPs shall also focus on timeliness in facing any queries from them. However, these respondents were "Very Satisfied" with the services given to them.



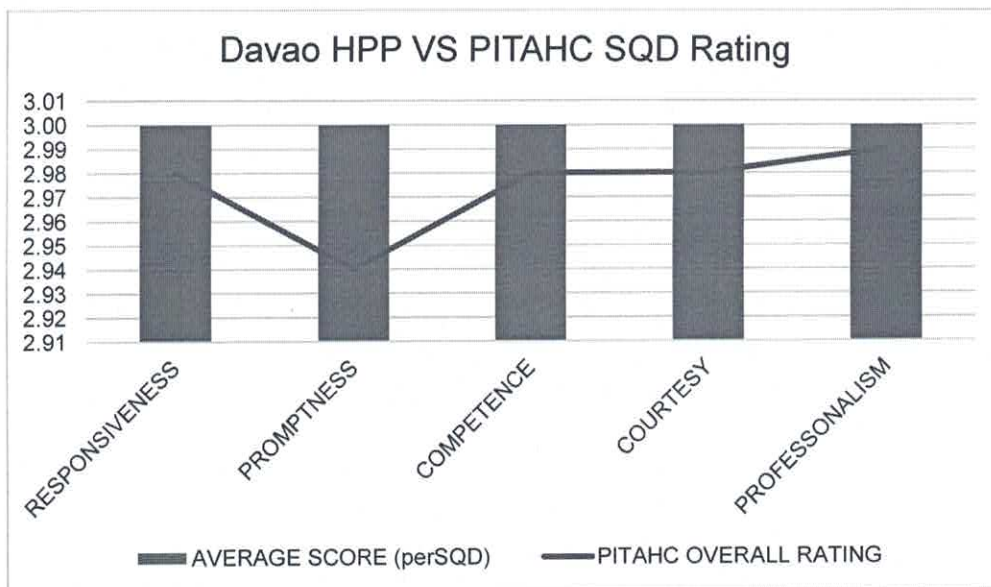
Tacloban Herbal Processing Plant



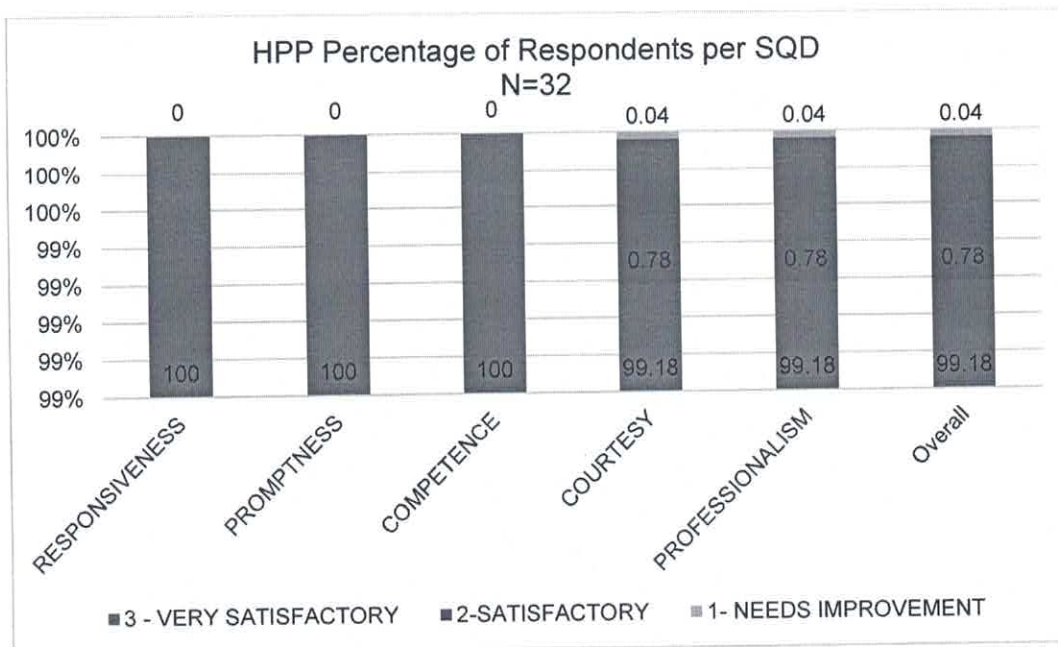
The Tacloban HPP received nine (9) accomplished CSS Forms with an overall impression from their respondents of an average score of 3.00 with an adjectival rating of "Very Satisfactory". Given the small number of respondents, it is premature to conclude that these results represent the true picture of the services they can provide to the public.



Davao Herbal Processing Plant



The Davao HPP received thirty-two (32) accomplished CSS Forms with an overall impression from their respondents of an average score of 3.00 with an 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

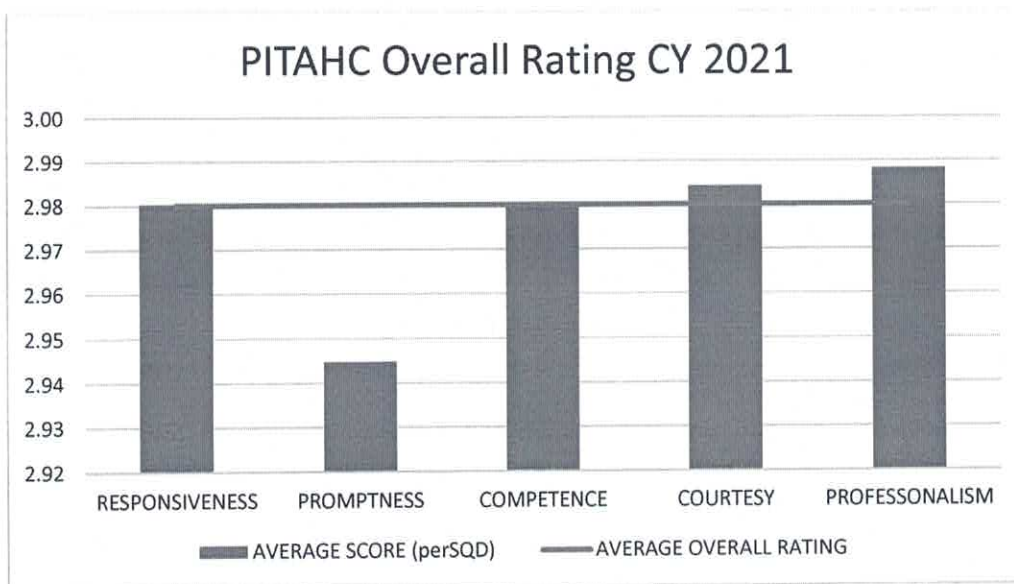


The respondent's remarkable comments, suggestions, and commendations gathered in the survey were enumerated below to know and appreciate the good practices that satisfied and delighted the clients.

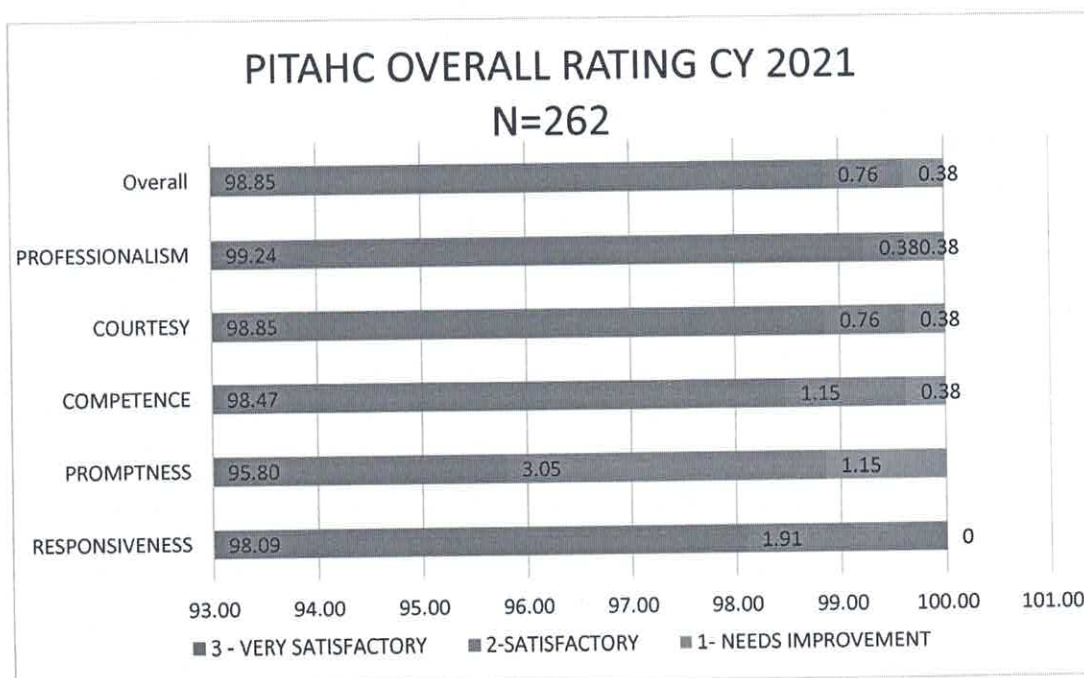
PITAHC Division	Comments, Suggestions and Commendations
Research and Development	PITAHC's responses are always complete and comprehensive.
	Better and quicker than most DOH offices in responding to media queries, in my experience.
	Their citations are very helpful as a researcher.
	Very professional and competent.
	The director and his staff are accommodating.
Standards and Accreditation	Sir Nemi has always been responsive to my query
	Very good response. My concern was resolved quickly
	Very accommodating. I arrived earlier than office time but sir Nemi took care of me
	One of the best government institution
Management Service	Very Good...Thanks Much :)
Finance Division	Thank you so much for the quick response on my inquiry regarding recon.
	QUICK AND SNAPPY
Administrative Division	Ms. Macky is very considerate and responsive to the needs of applicants. I greatly appreciate it.
	The use of innovative technology in facilitating the exams is very commendable.
	Very Satisfied with how my business was handled. Thank you
Cagayan Valley Herbal Processing Plant	Doc Abe attends to our queries very well
Tacloban Herbal Processing Plant	Request acted upon within the day
	Knowledgeable trainers on their respective topics
	Exercise professionalism in dealing with clients
	Expand training to include traditional medicine practice
	The kind of civil servants who serve with professionalism

Overall Agency Citizen/Client Satisfaction Score

A total of the two hundred sixty-two (262) respondents, the PITAHC received an overall impression from their respondents (clients served) of an **average score of 2.98** with an adjectival rating of "Very Satisfactory". Wherein, respondents taught the PITAHC have exceeded their expectations in terms of the professionalism of the PITAHC staff who attended their need for services availed.



Ninety-nine percent (99.18%) of the respondents said that they were "Very Satisfied" with the services provided by the PITAHC Staff.

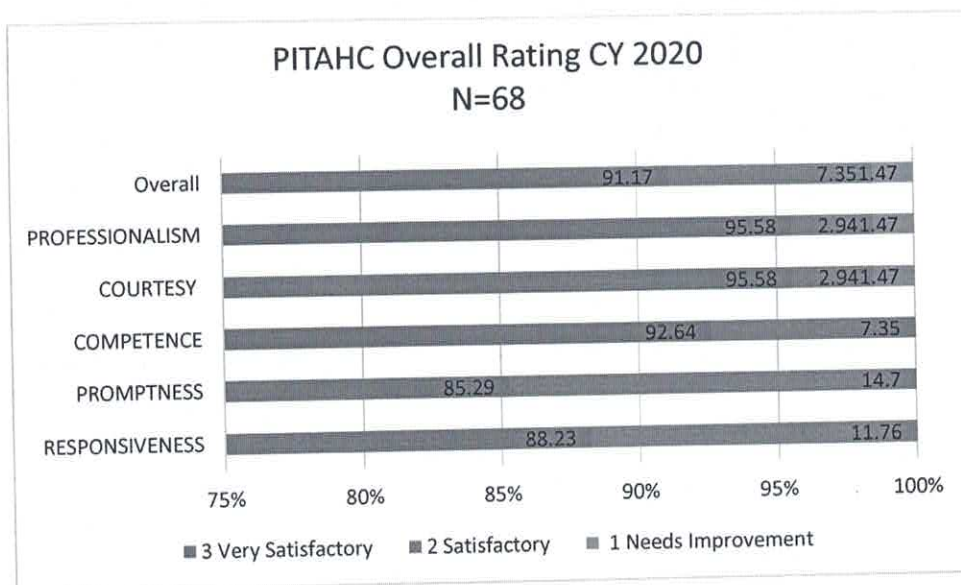




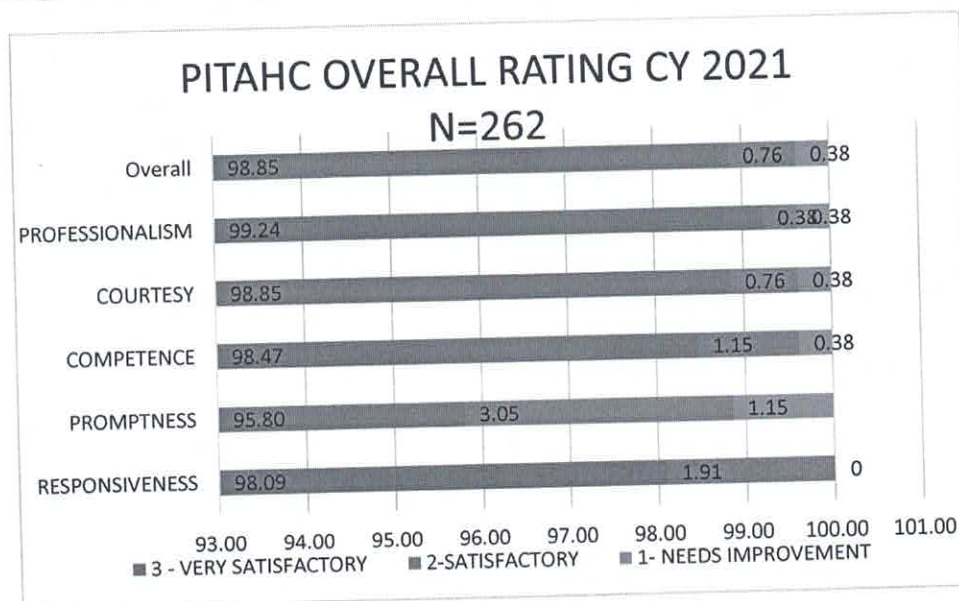
However, an average of 1.45% of the respondents has noted that PITAHC needed to be more sensitive in the timely provision of services and to provide expert/s or knowledgeable staff to attend to their queries.

VII. Comparison of 2020 and 2021 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.



In 2020, 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 an adjectival rating of "Very Satisfactory". The result of the 2021 survey showed that there was an increased in Client Satisfaction Rating **from 2.90 to 2.98** with an adjectival rating of "Very Satisfactory".





Likewise, the number of respondents who agreed they experienced a "Very Satisfactory" service provided by PITAHC staff increased from **91.17%** in 2020 to **99.18%** in 2021. An improvement seen in the quality of service provided by the PITAHC staff in all SQDs or criteria.

VIII. Recommendations

With the results of the 2021 PITAHC Client Satisfaction Survey, the following is hereby recommended;

1. The results per division per Service Quality Dimensions (SQDs) may be used as a reference by the Division Chief to evaluate what key competencies to provide to their staff for improvement.
2. For ease of statistical analysis, adopting new scaling reference from three (3)-point to five (5) Likert Scale to be implemented in January 2022 as prescribed by the IATF on AO 25;
3. Upon reviewing the CSS form, consider segmenting the "service availed" by the clients. By doing this, specific services will be measured and evaluated.
4. 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 services given, all staff should rigorously request 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.
5. Consider assigning at least one (1) staff designated as the key point for the CSS per division who will ensure that all clients will completely fill in the forms and encode them, if possible (*as a form of validation*) on a monthly basis. The designated staff shall also be responsible for informing the Division Chief if matters raised by client needs immediate actions within the division.
6. To encourage other divisions to strengthen the collection of CSS forms from clients who received PITAHC services such as clients from the procurement services, applicants for vacant positions, etc. (frontline and non-frontline services)
7. To develop a "Handling Customer/Client Complaint/s Procedures Manual" in order to assess, verify and address issues raised by the public.


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Director-General



ANNEX A

PITAHC Client Satisfaction Survey (CSS) Form



Republic of the Philippines
Department of Health
Philippine Institute of Traditional and Alternative Health Care
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:

- | | |
|--|---|
| <input type="checkbox"/> Research and Development Division | <input type="checkbox"/> Management Services Division (Sales and Marketing) |
| <input type="checkbox"/> Standards and Accreditation Division | <input type="checkbox"/> Bids and Awards Committee |
| <input type="checkbox"/> Social Advocacy and Training Division | <input type="checkbox"/> Herbal Processing Plant: _____ |
| <input type="checkbox"/> Administrative Division | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> Finance Division | |

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



ANNEX B
PITAHC Client Satisfaction Survey (CSS)
Google Form


Link:

<https://docs.google.com/forms/d/e/1FAIpQLSdq8IyIJqGjv5dyFN6nwRBYpxRPFe951RRdHDcuRarJnml-A/viewform?vc=0&c=0&w=1&flr=0>

CLIENT SATISFACTION SURVEY

Republic of the Philippines
Department of Health
Philippine Institute of Traditional and Alternative Health Care

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.



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



ANNEX B

PITAHC Client Satisfaction Survey (CSS)
QR Code Link to Electronic Form

Scan to Accomplish or Encode the Client Satisfaction Survey

