

ABSTRACT

The goal of this study was to formulate a draft for a Standardized Dental Care Service and Quality Service based on society needs and expectation of Dental and Oral Care Service at Public Health Centers (PHC) of Tambaksari district in the city of Surabaya. This was an observational study using cross sectional method. The population was all community of three PHCs at Tambaksari district. The samples were 73 persons from the population taken by simple random sampling. Carried out from February to March 2003, the respondents were interviewed using questionnaires. The variables were society needs, expectation and the received service of Dental and Oral Care. The result showed a discrepancy between needs and expectation with the reality of dental service. After a Focus Group Discussion was held, a draft was formulated to standardize dental care and its quality. The draft contained two standards i.e Service and Quality of Service Standard. The Service Standard contained human resources for dental care i.e. dentist, dental nurse and the variety of services i.e. consultation, tooth medication, tooth-filling, extraction, conservation, orthodontic and prosthodontic). The Quality of Service Standard was differentiated between input quality (neat and clean room, consultation place, mirror, fan, tooth models and tooth posters) and process quality based on 5 quality dimensions which were 1) reliability (punctual service from Monday to Saturday, accurate from 7.30 to noon); 2) assurance (respectful, confidential, kind, and considerate); 3) tangibles (providing service using uniform with white coat, gloves and masks); 4) empathy (to invite, to greet, to confirm patient's identity, overall health status; to give information of healing stages, pre and post service, cost breakdown) and 5) responsiveness (waiting time less than 15 minutes from ticket window to service room). These standards will be beneficial only if it is supported by strong commitment and good leadership of all three PHCs.

Key words : Dental and Oral Care Service, standardized.

