

A QUALITATIVE EXPLORATION ON PATIENTS PERSPECTIVE TOWARDS HEALTH EDUCATION SERVICE RECEIVED IN SELECTED PRIMARY HEALTH CARE FACILITIES IN SELANGOR AND JOHOR

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**Introduction:** Current healthcare system in Malaysia has been burdened with increasing trend of both non-communicable diseases (NCDs) and NCD risk factors. Health care managers at primary, secondary and tertiary care level have to focus on both treatment and preventive care to ensure optimum outcome from health care delivered. In current and future health care systems, preventive care represents a vital component in addressing and improving management of chronic diseases; and one important aspect of preventive care is health education to patients. This study intended to explore patient's perspective on health education services received from doctors and other health care providers in selected primary health care facilities in Johor and Selangor. **Method:** This qualitative exploratory study focused only on the health education component derived from a complex enhanced primary health care intervention study. Informants were purposively selected from a group of patients who attended regular treatment for NCDs at 20 primary healthcare facilities in Johor and Selangor inclusive of rural and urban areas. Data collection was conducted between April 2017 until April 2018. Individual semi structured interviews were gathered among of four to five patients from each clinic. A total of 38 patients participated. Raw data were transcribed verbatim, coded and analysed using a thematic content analysis approach using the sense-making model as analytical guide. **Results:** Through the thematic analysis, two main themes emerged; Perceived Suitability and Trust. Under Perceived Suitability theme, longer waiting time and negative perception emerged as sub-themes. Under Trust theme, emerging sub-themes were profession credibility, continuity of care, message fatigue and interpersonal relationship. There are both positive and negative acceptance towards health education delivered by both health care providers and doctors. It should be noted that the acceptance level for health information received from doctors are much more positively accepted compared to other health care providers. **Conclusion:** Study findings resulted the need to strategize health education activities

based on the suitability of time, location it is being conducted and quality of information that are delivered to ensure positive learning outcomes for better management of disease.