



User's Satisfaction in a Brazilian Drug Information Center: Evaluation under a New Approach

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SUMMARY. Seventy-four professionals were interviewed to evaluate user's satisfaction in a Brazilian Drug Information Center (DIC). The questions were divided into 4 groups: "user's profile"; "service quality"; "general information" and "suggestions or observations". Service quality was divided into three sub-groups: easiness of access to information (how easy it was to contact the DIC, and service hours), quality of information (clearness, objectivity, timeliness of response, if the answer helped user's necessity, and need of information from additional sources), and concept of user about the service (the willingness of user to contact again). Among respondents, 94.5 % declared being satisfied with easiness of access, 88.1 % with quality of information, and all of the subjects declared that would get back to consult the service despite the fact that objectivity of the answers obtained the lowest weighted average (7.6). Overall, the service received a positive evaluation. However, the analysis utilized permitted us to recognize specific deficiencies, mainly lack of objectivity of the answers.

KEY WORDS: Drug information services, Evaluation, Quality, Questionnaire, Satisfaction.

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