

**ASSESSING THE PHYSICAL EVIDENCE OF HEALTH CARE
FACILITIES:**

A CASE OF CASE HOSPITAL

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2014/HD06/1813K

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**A RESEARCH PROJECT SUBMITTED TO THE GRADUATE SCHOOL
IN PARTIAL FULFILMENT FOR THE AWARD OF MASTER
OF BUSINESS ADMINISTRATION DEGREE OF
MAKERERE UNIVERSITY**

DECEMBER, 2017

ABSTRACT

The health sector in Uganda has over the years evolved from a handful to having several distributed across the country. This has led to the emergence of many private entities delivering healthcare, bringing in some form of competition in the sector.

The study was carried out to assess physical evidence of the health sector. The study specifically sought to determine the physical evidence factors based on ambience, design and location that the patients use to choose this hospital over others. Questionnaires were randomly administered to 120 clients of Case Hospital Kampala. Through sample of 100 patients, data was analyzed using basic descriptive statistics methods.

The study also sought to identify the challenges faced in relation to these physical evidence dimensions. These challenges were viewed from the patients point.

Simple Frequency tables and graphs were employed to analyze the various variables within the physical evidence. It was concluded that, patients generally agreed that they would choose a certain hospital just by the mere look of things such as the design, ambience and room for social interaction. Others included effective and general performance of the staff.

It has therefore been suggested that the facility must take keen interest in them, so as to enhance its choice by their patients and enhance their attempts at physical evidence and keep up to date with changes in tastes and preferences of customers in order to ensure that do not need to look for alternatives.