

The Joyful Interaction Management Strategy to Beautify the Relationship with the Customer an Exploratory Study in Some Basra Hospitals

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Abstract

The current research directed towards testing a model designed by the researcher to reveal the extent of the possibility of beautifying medical procedures in hospitals from the perspective of relationship management or the joyful interaction with the customer, by focusing on the procedural dimension of the specialized human and professional interaction between the health service provider and its recipient, and conducting an administrative beautification process to get rid of the distortions of medical qualities in dealing For health care providers in local hospitals. The proposed model, which the researcher tried to test in the field of practicing medicine, with a focus on the College of Medicine in Basra, revolves around three main variables:

The care of the departments or deanships of medical colleges in Iraq with the customer and the need to go towards him, and work on creating a broad (R) relationship that focuses on the customer's value and happiness and meeting his needs, and embracing health activities in a way that meets the customer's desires (C) whether they are actual or potential and mixing these concepts The three (mix). Through a survey of the opinions of people specialized in health performance and other parties related to the research to try to beautify the deformities that occurred in the health performance with a questionnaire prepared by the researcher and distributed to (120) individuals with a variety of assortment to represent a random sample of doctors, workers and students practicing the medical profession, trainees and their supervisors, and at a rate of (20) A form for each of the six Basra hospitals (Basra General Hospital, Basra Maternity and Children Hospital.

Ibn Ghazwan, Shifa General Hospital, Al-Sadr Teaching Hospital, Al-Tahrir General Hospital, Al-Fayhaa General Hospital) in which practical lessons are applied and medical cases conducted by the College of Medicine for its students, which are factories of health and medical information and an effective field. For scientific and practical application and observations, with a response rate of (66%), the research concluded, after conducting the statistical analysis process through data processing with the statistical spss program, that the surveyed organizations' interest in the variables of the proposed model was less than the level required to rise to the trend in applying the concepts of the customer relationship management strategy Similar to the trends of health organizations in the developed world. The research recommended that the administrative authorities in the education corridors that provide the service of science and medical and health knowledge in Iraq must adopt the concept of relationship management with the customer and the recognition that the customer is the focus of the desired success and its role is very important for the educational health organization, which is the basis of information that constitutes the building block of education, and does not determine its activities from Without considering the customer as a source on which to draw its future directions.

Therefore, this research was divided into four aspects, the first concerned, with the conceptual approach, the second concerned with the methodological aspect while the third was devoted to the applied aspect, and we concluded with the fourth aspect, under which the conclusions and recommendations reached by the research.

Keywords: Pleasurable Management, Interaction Customer Relationship, Abnormalities of medical characteristics

1. Introduction

This research represent simple try to find a model that concerned with determine the characteristics of customer-driven Universities especially when we know the rarity of this subject both theoretically and practicability. The suggested model, which applied in Al-Basra University, contained three variables that are :faithful of deans with the importance of people, purpose focused on customer needs, and design the University activities to satisfy the current or forecasted needs. For this matter questionnaire has been designed and distributed to a sample of faculty of seven hospitals that

University contain with response rate 66%. After processing data collected, the research concluded that University under study was not customer-driven as enough. So, the research ends with many recommendations about the importance of viewing the customer (external or internal) as a building block for university success, customer must be an active driving force to university purpose, and university activities must be designed to satisfy this direction.

2. The First Aspect of the Research: The Conceptual Approach to the Research

2.1 Conceptual Introduction to (CRM) CUSTOMER RELATIONSHIP MANAGEMENT

Many organizations, especially after the big and interesting transformations at all levels, realized that they are not customer-driven, but rather sales-oriented. The follower of this aspect clearly notes the serious orientation by business organizations toward the customer since the mid-fifties of the century. Last year, many leading organizations shifted from working with the concept of mass production to working with the concept of customization. That is, from the trend towards large or large production to the tendency to recommend or to the wide client and according to his specifications, tendencies, tastes and fluctuations of his thought and ambitions, so to speak [8].

The essence of this idea is to provide the right product to the customer instead of finding the right customer for the organization's product.

With this philosophy, business organizations of all kinds have to radically change their organizational concepts, instead of being concerned with managers' orientations and philosophy only, customers now occupy a place in thinking as well as their penetration at all organizational levels [6], and service organizations, in particular, concerned with this philosophy more than others, as business organizations require interaction with the customer during the process of providing the service. In this case, this type of organization is supposed to realize this trend and work with its content for many reasons, including:

1. The inevitability of realizing the nature of the challenges that information technology tools pose to the work of the educational organization, especially with regard to the way in which this organization interacts with the common element between its internal and external customers (students), instead of students going to the university to obtain the educational service (information) Based services The educational service is now provided in the same customer environment [6]

2. The customer represents the focus of all decisions and activities in health service organizations [9]

3. The accurate identification of the customer is the first main element among the four important elements in the service organization design process [9],[10]

4. Identifying current and prospective customers: In this aspect, it can be said that there are two types of customers in educational organizations: internal customers, who are represented by faculty members, employees, and students; and external customers, who are represented by the different sectors of the labor market, society, and students [11],[12]

5. The need of educational organizations more than ever to touch the desires and needs of their customers if they want to achieve their goals and go beyond these desires and needs if they want to achieve the distinctive ability in performance. In general, it can be said that not diagnosing these desires and needs with extreme accuracy exposes the educational organization to the dangers of losing the role and the crisis of vibration [13]

6. Designing the educational service in a way that conforms to the desires and needs of customers and in a manner that ensures their satisfaction and obtaining permanent value in preparation for their preservation [14],[15]

From the foregoing, we conclude that service organizations must be a sponsor and advocate for the application of the concepts of orientation towards customer care.'

2.2 Relationship-(R)

Managers must have the following qualities, according to which the key executives in all business organizations can also guide the creation of organizations oriented towards managing the relationship with the customer, which are ([16]:-

A. Hiring an Influential Marketing Expert: Successful organizations need a strong marketing manager who is not only able to manage the marketing department but also has the ability to influence other department managers and gain their respect and support.

B. Maintaining a modern marketing planning system: Proper planning requires reflection on the marketing environment, opportunities, competitive trends, and other forces. In light of this, managers prepare strategies and forecasts for products and market segmentation

C. Shifting from focus on training to focus on (medical outcome):

D. After identifying the main business processes that achieve success, the organization must identify a leader of the

process and a coordinator for the teams in order to re-design and implement medical work and fix the causes of problems and not focus on fixing the defect only, as the Ford Motor Company spends more on health care for its workers than it spends on steel .

E. Managers Convinced of the Need to Be Customer Oriented:

Executive managers must set true and expressive examples as they give customers their attention and are at the highest levels of their professional precedence, and even reward specialists who advocate the application and incorporation of these concepts and others who follow this path that calls for quality.

F. Appointment of a director for the supply of medicines with good therapeutic quality and a working team aware of strong concepts in pharmaceutical and medical marketing (Marketing Task Force):-

The team consists of the Chief Executive Officer, Vice President of Sales, Research and Development, Procurement, Service, Finance, Human Resources, and the rest of the key individuals in the organization.

G. Outsourcing: That is, seeking advice from specialized organizations to help the organization make it customer-oriented.

H. Changing the organization's systems and reward criteria: the selling and purchasing power has always been rewarded for saving costs, and therefore this matter makes them not convinced of bearing the costs necessary to maintain customers in a satisfied state. The finance department has always focused on short-term profits, which makes it difficult to convince them of the feasibility of targeted investments. To get satisfied and loyal customers to the organization.

I. Developing appropriate marketing programs: Organizations design marketing training programs for their principal managers and all vice presidents for the major and auxiliary activities of these organizations.

J. Empowering individuals for leading organizations to encourage their employees to brainstorm sessions from which new ideas are generated, as well as to encourage them to build a matrix or data envelope to analyze customer problems and develop forward-looking or proactive solutions to them - in addition to establishing an annual marketing excellence program: Business units that believe they develop marketing plans try The ideal description of these plans and the results resulting from them. As a result, the superior units will be rewarded in special celebrations, and these plans will be generalized to the rest of the business units (and by health I mean here department managers and administrators of administrative units) under the formula (marketing thinking models).

2.3 Customer-(C)

2.3.1 Basic Concepts

There is a need to realize its content in addressing and applying the principle of "focusing on the customer and starting from him" in introducing the factors of pleasure. Table (1) shows some of them: [4]

Table 1. Some Concepts of Customer Focus

Concept	Interpretation of the concept
Need	necessity, distress, severity, and what is closest to medicine. When we add the letter LE to it, it becomes a NEEDLE, any needle or syringe, and it is a hollow tool used to inject a substance into the body or extract it from it a state of feeling deprived.
Desire	is an expression of a human need and its formation is influenced by the culture and personality of the individual.
Expectations A customer's mental perception of the value that he will get from a particular offer in the market	Expectations A customer's mental perception of the value that he will get from a particular offer in the market.
Total customer satisfaction	The customer's feelings of joy or dissatisfaction after the purchase resulting from comparing the actual perceived performance of the product with his expectations
external customer	Who is buying and who has the desire to buy the product and is outside the organization?
Internal customer	The direct or next user in the organization of the output or output of an organizational unit, work station, activity, or individual within the organization.
External Supplier	Whoever provides or may provide the organization with the material or non-material inputs that it requests
Internal Supplier	A person whose outputs or the product of his work in the organization constitute direct inputs to an organizational unit, work station, activity, process, or individual within the organization to conduct one or more operations on it. The researcher agrees with the foregoing, as it is very clear in medical institutions and medical performance departments, as each department depends on others in completing the performance. On the prescription of the doctor in dispensing medication or treatment to the patient.

Source: Table at the disposal of the researcher based on Raad Abdullah Al-Taie and Issa Qadada, Total Quality Management, Al-Yazuri Press, 2008, Amman

2.3.2 A Previous Study of a Unique Model of Strategic Cooperation Efforts with the Customer

A number of gynecologists in US hospitals have tried to understand the reasons why women who give birth by caesarean section once, want to give birth in the same way every time too, "even if there is no medical necessity that necessitates caesarean section, and after the mentioned doctors studied this phenomenon and on The data they obtained by their own means to see if there are factors related to (the infant - the mother - the doctor). [17]

However, they did not find from all their attempts to find a good reason to cure the disease and the illness, and when they asked the mothers, they answered that they wanted to perform a caesarean section because their mothers told them that there is no other safe method in hospitals than Caesarean section. For mothers and fathers about safe childbirth, but they left the important source of information and when reviewing the system they discovered the error. They decided that the mothers of the mothers (the grandmother) should be included in the program of education about safe childbirth (M) so that the grandmother through the mentioned new relationship (R) could give reliable information, and it would not have been easy to find this simple solution to the problem without the cooperation that she showed Women (C) The honesty of expressing their feelings and the insight of some serious doctors who studied the medical system extensively. From the foregoing, it is concluded that the combination of the previous concepts with each other can bring the interrelationships between the client and the doctors to the point of integration. It may allow access to the concept of TSCRM i.e. (comprehensive sensory customer relationship management) and the researcher eagerly awaits the maturation of this perspective and contribute to the honor of laying the first building blocks of its foundation.

2.3.3 Medical Procedures

Medical work has many procedures, the most important of which are the two steps below [3]

1. The humane and has to do with the process of interaction between patients and doctors through the welcome, approval and medical care required in dealing with the feelings of the patient and [3] believes that the most humane measures in dealing with patients come from attention to the following aspects:-

A. Sensory considerations: It includes all the feelings and feelings that the customer expresses, whether by dealing with him or by going several times to the hospital or by praising and promoting the services provided by the hospital to him, which can be measured by means of a questionnaire to know the degree of that feeling.

B. Certification considerations, which is the extent to which a person or organization is recognized for their contempt for their compliance with the minimum international standards after passing a specific exam.

2. Professional and includes the following:-

A. Licensing (the extent of compliance with the minimum international health standard requirements).

B. Relying on setting standards for each level of health care or the optimal method of health practice determined by experts in the occupational health field.

2.3.4 Beautify the Relationship with the Customer

To beautify the relationship with the customer, it is necessary to rid the health performance of the distortion and damage that has been inflicted on it in the recent period due to the exploitation of the weak souls for the issue of dispensing medicine without conscience and the complicity of some mercenaries with embezzlers to sell medicines needed by the patient in black markets as well as the theft of human organs by opportunists and others. Through this research, which is an honest and urgent step to add a third dimension in medical procedures, which is the emotional dimension of the previous two procedures (by bringing joy and pleasure to the heart of the customer) by highlighting the methods of passion, welcome and words of kindness and gratitude that the patient must meet from the service provider and provider and provide accompanying him Whether they are from his family or friends, or you appoint them to the hospital if he does not have family or friends to support him, support him, encourage him and talk about him in difficult situations (surgeries, pain struggles) Accompany him during the recovery period he spends in the hospital or at home, with the need to take care of him even after his discharge from the hospital and provide support to him at home by advising him to follow a medication regimen and physical therapy to recover his full recovery from surgical incisions and protect him from errors that lead to inflammation and complications so that he can He transcends it with great care and returns to his previous era before illness and is able to carry out his work as he was accustomed to in the past. It is imperative that we follow the sayings of the Prophet Muhammad when he said: "A strong believer is better than a weak believer." and the best of people are those who benefit people "and cooperate in righteousness and piety and do not cooperate in sin and aggression".

I wish hospitals to provide the so-called (morning picnic) by providing newspapers, magazines and clowns for children

lying on their beds, and physical therapists for addicts and helping them get rid of their effects with affection and faith, even if it is necessary to seek the help of a clergyman (godfather).

The joyful interaction between the service provider and its recipient is through providing the joyful factors in the medical service, which are those factors that, if available, will raise the customer's happiness and pleasure and achieve him by providing health services that exceed his expectations and go beyond the functional work of health service providers to reach personal emotional interaction with the customer. This increases the loyalty, cooperation, mutual understanding, and synergy between them, so that the health service is called "Nirvana" as the Japanese say, which is the continuation of self-evaluation through meditation in order to reach the ultimate happiness that transcends pain [18]

3. The Second Aspect Research Methodology and Conceptual Approach

The methodology was reviewed through eight paragraphs, as follows:-

3.1 The Research Problem

There is no disagreement that "the science of medicine was called in the past "the science of kindness to the patient" and the doctor was called "the gentle." Because in the past, this work was practiced in churches and was presented to patients by sisters, and they were called at that time the angel of mercy because of the kindness and tenderness that the patient needs. And care that only an elegant, honest and pious hand could provide, and these qualities were not available at that time except in the nuns. These inherited characteristics, in their far-reaching meaning and significance towards the customer, require a deep review that deserves attention? Today, the patient cannot be considered only a customer of health organizations. Those looking for optimal health are also customers, especially after the increased awareness of the importance of complete health in our time and the diversification of the health sector's performance to include cosmetic medicine, cosmetology, organ transplantation, control of restaurants and barber shops, fitness, and sports, which are All are activities that promote optimal health.

And the assimilation of these contents can only be achieved through a modern marketing concept such as CRM(Customer Relationship Management), and given the lack of interest in providing optimal health requirements in our health institutions, in addition to the lack of care and attention to the customer (the inpatient) in it. By raising the following questions:

1. Do pi-CRM (Pleasant interaction in Customer Relationship Management) awareness efforts succeed in improving educational curricula in medical colleges and the quality of service provided by local hospitals to the clients? Will these efforts find a way" to beautify the image of dealing with patients after the distortion of health characteristics inherited from the ancestors?
2. Does (the customer and the health service provider) benefit from spreading the pi-CRM marketing culture?
3. What is the appropriateness of applying the pi-CRM concept in the performance of our local hospitals?
4. Is it possible to create an entertainment team or a joy team to bring pleasure to patients during their hospitalization period and perform recreational tasks (clowning children for example) during their recovery period after surgeries?
5. Is it possible to appoint clerics in our local hospitals (similar to nuns) to support patients religiously "to confront psychological doubts and encourage them to perform operations? Do these efforts contribute to raising the health morale of patients? Especially since medical work is complex" due to the many doubts that health performance faces regarding Doctors' Specialized Skills [1]

3.2 The importance of Research

1. The importance of the study stems from the importance of strengthening the familiarity between the customer and the health service provider, which has already been applied in the developed world and as reviewed by the study, which made its way in the management science literature, to be followed in improving the quality of performance and medical education curricula locally.
2. Building and testing the study model in line with the reality of medical educational organizations in the country.
3. This study is a scientific product of adopting a healthy marketing culture whose motto is to manage a pleasant relationship with the customer and to include its philosophy in the curricula of medical colleges in Iraqi universities, similar to the "medically advanced organizations" in the world.

3.3 Research Aims

1. Enhancing the concepts of marketing medical and health services with the latest trends that have proven successful" in the developed countries that have gone a long way before us.
2. Providing medical colleges libraries with research and administrative studies that can find a place for them in the

medical education curricula to open horizons and initiate scientific diversification needed by the student, teacher and society and eliminate the concept of monopoly of knowledge to replace it with the concept of knowledge circulation among all economic sectors in the country to promote new concepts and culture and well established.

3. Adapt to the changing needs of students and organizations, and continue to offer curricula and study materials focusing on education for employment in all sectors of industry and service alike.
4. Enhancing excellence in teaching and learning by creating an effective learning environment that affects and is affected by the outside.
5. Enhancing the ability to include the strategic concept in the college, and considering it as a basis for continuous improvement in it.
6. Presenting other academic concepts in the college that provide students with an opportunity to maximize their potential in the learning process.
7. Establishing distinguished relations with other colleges, and cooperation agreements that increase opportunities and maximize resources.
8. Making the organizational structures in medical institutions supportive of the following things that emphasize customer care:-
 - A. Communicate information about requirements between patients and medical providers
 - B. The data and customer reactions that he discloses during his interrogation in the research surveys that the organization carries out from time to time and analyzes them in order to include them in the process of continuous improvement of operations.
 - C. Customer suggestions for quality programs and services.
 - D. To gather the previous ideas and start from them in designing the proposed study model, as follows:-

3.4 Default Search Form

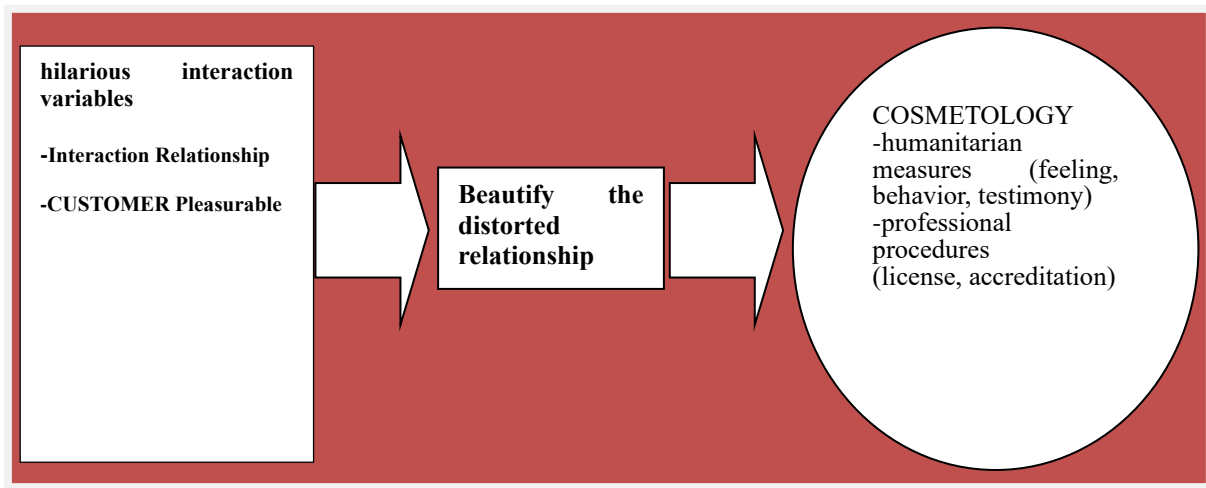


Figure 1. The default search form

Source: The sample was prepared by the researcher

3.5 Research Community and Sample

The current research was taken from the staff of the six Basra hospitals referred to previously, represented by (employees, officials and doctors) in which a target community can be reached by the researcher. As for the research sample, it was represented by a random sample of faculty members (permanent time and part time (contract)). In the researched college affiliated with the university and for various scientific titles, as the academic category is familiar with all educational matters and other health matters within the university, whose experience can be relied on to obtain accurate information to meet the objectives of the research.

3.6 Search Variables

For the purpose of achieving the above-mentioned research objectives, and as a modest contribution by the researcher, the characteristics of the educational organization oriented towards customer relationship management can be summarized as follows:

1. The explanatory variables, which are the sum of the term (CRM) and proxies [2]
 - A. (Management) (M) and all other organizational levels in it are preparing to apply the concepts of relationship management with the customer, and its belief that the customer represents a supreme value and a difference between survival and growth on the one hand, and failure and loss of the role on the other hand.
 - B. Building a relationship (R) with the internal clients and external clients of the medical educational organization. By paying attention to emphasizing the value of the customer, making it a fixed value of the educational organization specialized in the health field.
 - C. The customer (C) and the requirements of dealing with him in the health performance.
2. The interpreter variable is the medical procedures represented by the following:- [3]
 - A. Humanitarian measures in health institutions.
 - B. Professional procedures specialized in the medical field.

3.7 Research Scale

The research was based mainly on a questionnaire prepared by the researcher based on the variables of the proposed research model. And after consulting a number of experts in the fields of business administration and academic medical education, with whom the researcher agreed to form an integrated “knowledge” team in covering and achieving the objectives and variables of the research, the questionnaire settled in its form The final decision is based on (38) paragraphs of a five-point scale (1-5) whose range extends from completely inappropriate to completely appropriate, as in Appendix (1) of the research. Table No. (2) shows the paragraphs of the questionnaire distributed among the variables of the research model.

Table 2. Questionnaire Paragraphs

serials	Paragraph numbers represented	main variables	sub-variables
1	1-4	MANAGEMENT (Krajewski & et al, 2007.p396) and (Al-Tai and Qadada, 2008, p. 142)	- Inclusion and consolidation of the concept of the importance of managing the relationship with the customer throughout the organization. Proper handling of the rules of visits and welcome and what gives them happiness. - Making good listening to customers' problems and solving them is “inevitable” by everyone in the organization. [4],[2] - Identification of current and potential customers of the educational organization. Focusing on the principle of customer happiness.[5] Focusing on the principle of passion and welcoming the customer, strengthening the bonds of relationship and cooperation with him, and raising the awareness of the employees about that.
2	5-17	RELATIONSHIP . RELATIONSHIP TUNKS:1992))	Accurately identifying customers' needs and desires and providing attractive and joyful requirements that are not expected or expressed.[19]
3	17-32	C. CUSTOMER.. (Kotler:2003), (Oakland.john & Butterworth Heinemann Muller:2001p37)	Designing the educational and medical service with modern concepts oriented towards managing the relationship with the customer in a way that meets the desires and needs of customers.[7]
4	33-38	Beautification of medical procedures (human-professional- sentimental) www.Healthy 2009p33EG, as their measurement items focus on the following:- Humanity (sensory) - (behavioral) (attestation of rules) - Professional (licensing, accreditation) - Emotional (suggested download phase)	- Medical service pricing and educational fees.[6] - Access and delivery to customers.

Source: The table was prepared by the researcher based on what was available from Arab and foreign sources related to the subject of the research.

The researcher distributed (120) questionnaires and by (20) questionnaires for each of the six hospitals surveyed as a “real” field for the application and practice that the Faculty of Medicine conducts in front of its students in the six academic stages as well as their application in it after graduation to complete the requirements for practicing the profession of medicine Of them, (80) questionnaires valid for analysis were recovered, meaning that the response rate was 66%.

3.8 The Statistical Methods Used in the Research

1. The statistical program spss
2. The standard deviation.
3. Arithmetic mean.

4. The Third Aspect of Research: The Practical Aspect

4.1 Management: This Variable Reflects the Degree to Which the Medical Relationship with the Client is Managed

Table (3) shows the responses in this aspect.

Table 3. The Belief of the Deanship of the College of Medicine in the Necessity of Orientation Towards the Customer N = 80

serials	Item(1-4)	Arithmetic mean	standard deviation	fit of the variable
1	Part of the motto of the Deanship of my college refers to taking responsibility for the service and satisfaction of customers and society	3.23	0.54	average fit
2	The Deanship of my colleges holds awareness seminars on an ongoing basis, in which it always emphasizes the importance of customers.	1.5	0.72	inappropriate
3	The Deanship of the College takes the principle of welcoming customers' visits as a starting point for the "behavior that you always emphasize" and on all occasions and letters	3.45	0.60	Fit above average
4	One of the college's dean's priorities is to listen to customers' problems, work to solve them, and hold the negligent to account.	1.68	0.77	inappropriate
	The general mean=2.56 The Range=max-min=3.45-1.5=1.95 Dispersion=Rang/max=1.95/3.45=0.57 the risk result is within right limit	2.56	0.961	average fit

The source table was prepared by the researcher based on the computer output from the statistical program spss

Analyze the results of the table

It is noted from the above table that the Deanship of the College of Medicine in Basra and the officials of its various scientific departments believe in a simple degree, expressed in an arithmetic mean of (2.56), the need to move towards managing the relationship with the customer. -

1. The Deanship of the College of Medicine in Basra, in its meetings and councils, which it holds and conducts with its affiliates, does not emphasize the importance of the client and is not aware of the importance of opening special courses to raise awareness of the concepts and charters of patients' rights.
2. The Deanship's lack of attention to the trend towards managing the relationship with the customer as one of its strategic philosophy

4.2 The Relationship with the Customer

This variable deals with determining the degree to which the customer is included in the reason behind the establishment of medical colleges and scientific departments in them. Consolidating relations with them and ensuring that they obtain the value they desire. For the purpose of ensuring the availability of these aspects in the vision of the studied organization, the following has been relied upon:

- 1- Determining the type of clients and the use of their information: To determine the degree to which medical colleges and their scientific departments are aware of the nature of their clients and benefit from the information received from them, the table (4) has been formulated.

Table 4. The nature of College Clients and the Use of Their Information N=80

serials	Item(5-8)	Arithmetic mean	standard deviation	fit of the variable
1	We are always keen to understand the nature and type of customers we deal with.	3.15	0.79	average fit
2	We are keen to know how the customer perceives the quality of our service.	2.89	0.19	average fit
3	The deanship and departments of my college are working to provide customers with information that contributes to obtaining realistic expectations.	1.47	0.39	inappropriate
4	The Deanship of the College and its scientific departments understand the expectations of customers and communicate with them as soon as possible	1.87	0.89	average fit
	The general mean=2.28 The Range=max-min=3.15-1.47=1.68 Dispersion=Rang/max=1.68/3.15=0.533 the risk result is within right limit	2.28	0.99	average fit

The source table was prepared by the researcher based on the computer output from the statistical program spss

The above table shows that the clear and accurate identification of the customers of the organization studied came to a simple degree, expressed with an arithmetic mean of (2.28) and a general standard deviation of (0.99), as well as the endeavor by this organization to take advantage of the information available from its customers. Weakness in the college and its scientific departments assisting clients in obtaining information that helps them reach realistic expectations that contribute to client retention and thus the medical and educational organization achieving its goals.

Below we review the results of the analysis of the remaining variables of the study, which the researcher reached through the statistical program spss, as follows:-

A It is clear from the results of the analysis of the opinions of the researched sample that the orientation of the College of Medicine towards the satisfaction of its customers is not clear from a practical point of view (means of identifying customer satisfaction), which was confirmed by the arithmetic mean of this variable, which amounted to (1.67), and with homogeneous responses expressed by a standard deviation (0.766). The representation of customer satisfaction also indicates an important goal for the university administration, at least in theory.

Table 5. Focuses on the Imperative to Include the Concepts of Customer Satisfaction in the Organization's Strategy N=80

Item(9-12))	standard deviation	Arithmetic mean
Customer satisfaction is an important goal for all members of this college.	0.99	2.69
The college has various means of complaint boxes, conducting studies and research, and (telephone, e-mail) to know and hear customers' suggestions and problems.	0.25	2.29
The college usually conducts field studies to know the satisfaction of its customers.	0.75	1.22
The College Dean makes financial allocations and efforts to contact clients who have left the college.	0.75	1.26
fit of the variable is Inappropriate The general mean=1.67 The Range=max-min=2.69-1.22=1.47 Dispersion=Rang/max=1.47/2.69=0.45 the risk result is within right limit	0.766	1.67

B. It is inferred from the analysis about examining the variable of relationship management with the customer through the opinions of the sample under consideration that the studied organization is interested in a medium degree, expressed with an arithmetic average of (3.29), in the value that the customer should obtain as a result of his dealings with it. However, what is interesting in the above table It is the gap between the deanship of the college and its clients, as well as the homogeneity of the responses received regarding this variable. look at table (6).

Table 6. Focus on Customer Relationship Management and Its Value N=80

Item(13-16)	standard deviation	Arithmetic mean
The Deanship of the College seeks for clients to obtain benefits that exceed the time and effort they make.	0.66	3.81
It can be said that our customers get a distinct value that is worth the trouble and effort.	0.72	3.48
The Deanship of the College believes in the importance of consolidating relationships with customers at all times.	0.94	3.92
It can be said that the Deanship of the College is very close to its clients.	0.80	1.98
fit of the variable is average fit The general mean=3.29	0.447	3.29
The Range=max-min=3.92-1.98=1.94		
Dispersion=Rang/max=1.94/3.92=0.49 the risk result is within right limit		

C. The customer and his desires:

This variable is concerned with showing the extent to which the designers of the educational organization's activities take the purposes of their customers into account. In order to further clarify this variable, those in charge of this organization should diagnose the customers' needs and desires, whether current or prospective, and then design an appropriate quality of educational service to meet these needs as well as Compatibility of prices and access to customers and my agencies:-

1. Discovering the customers' desires and requirements: To find out whether the studied organization takes into account the needs and desires of its customers, see Table (7).

Table 7. Diagnosis of Customers' Needs and Desires N=80

Item(17-20)	standard deviation	Arithmetic mean
The Deanship of the College has a clear and accurate vision of what the college's clients need in terms of quantity and quality at the present time.	0.54	2.56
The Deanship of the College has a clear and accurate vision of how the customer's needs arise.	0.76	2.46
The Deanship of the College has a clear and accurate perception of the future needs of its clients.	0.31	1.89
The Deanship of the College is working to arouse future desires among its clients that do not currently exist.	0.08	1.63
fit of the variable is Simple fit The general mean=2.13	0.829	2.13
The Range=max-min=2.56-1.63=0.93		
Dispersion=Rang/max=1.63/2.56=0.36 the risk result is within right limit		

Table information results

1. It is noted from the above table that the College of Medicine and its scientific departments play a simple role in identifying the current and expected needs and desires of customers, and this was expressed with a mean of (2.13) and homogeneous responses expressed with a standard deviation of (0.829). For these colleges to raise the future desires of their current and prospective clients.

D. Designing the educational service to meet the needs and desires of customers: The theoretical sources indicate the necessity of designing the process of providing the educational service in a way that meets the needs and desires of customers. From this point of view, the table (8) has been formulated.

Table 8. Designing the Educational Service to Meet the Needs and Desires of Customers N=80

Item(21-24)	standard deviation	Arithmetic mean
We are keen to provide educational and training programs that meet the needs of customers, as long as that is a source of survival.	0.41	3.83
The Deanship of the College works outside the official working hours as long as this meets the College's obligations towards its clients.	0.90	2.76
We look for new valuable ideas that raise the reality of college performance and adopt the appropriate ones.	0.70	2.88
Our educational programs rise to the level of those in scientifically sound colleges.	0.75	1.81
fit of the variable is average fit		
The general mean=2.96	0.641	2.96
The Range=max-min=3.83-1.81=2.02		
Dispersion=Rang/max=2.02/3.83=0.53 the risk result is within right limit		

Table information results

1. From the above table, it is noted that the decision makers in the College of Medicine and its scientific departments are keen to design educational, teaching and development programs in a way that meets the needs and desires of customers.

2. It is also clear from the same table that these programs are not at the same level as their counterparts in scientifically sound colleges. In this field, the homogeneity of the incoming responses is indicated, expressed through a total mean of (2.96) and a total standard deviation of (0.641).

E. Compatibility of prices and wages: This criterion pays attention to two main aspects, the first relates to the external customer (the beneficiary of the educational service), while the other side relates to the internal customer (the service provider) and the fees and returns he receives. Table (9) shows the responses received in this regard .

Table 9. Proportional to the Prices and Wages of Educational Services, N=80

Item(25-28)	standard deviation	Arithmetic mean
The college and its scientific departments provide educational services commensurate with the prevailing standards of living.	0.92	2.58
We believe that the faculty members, including professors and employees, receive wages commensurate with the level of efforts made by them.	0.70	3.35
If the matter were left to us, we would not have prevented us from accepting private gifts to finance our expenses.	0.24	3.65
We believe that the prices of our educational services should be symbolic.	0.34	4.11
fit of the variable is average fit	0.844	3.36
The general mean=3.36		
The Range=max-min=4.11-2.58=1.53		
Dispersion=Rang/max=1.53/4.11=0.37 the risk result is within right limit		

Table results

It is clear from the above table that the study sample agrees that the wage levels in the college are not proportional to the prevailing standard of living despite the feeling of internal and external customers that the prices of educational services are proportional to their interests, to a medium degree, expressed in an arithmetic mean of (3.36) and a total standard deviation of (0.844). An indication of the homogeneity of the responses received in this aspect.

F. Reaching customers: This criterion shows the degree of ease of access for external customers to the educational service and the ease of access of internal customers to the place of service provision. Table (10) illustrates this

Table 10. Ease of Reaching Customers N=80

Item(29-32)	standard deviation	Arithmetic mean
The Deanship of my college is keen on the success of the strategy of choosing its geographic location, so that customers can reach it easily and with high affordability.	0.63	2.22
The college is electronically open to the world by allocating a website through which customers can learn about its programs, curricula, teaching competencies and the college's achievements.	0.50	3.88
We want to provide continuing education programs similar to education programs available and open to all, and it is not within our strategy to monopolize knowledge or knowledge miserliness in the field of various medical specialties.	0.73	3.66
All faculty members have a high degree of cooperation and readiness to move to all places near and far if there are cases that require their attendance for treatment.	0.61	2.45
fit of the variable is average fit The general mean=3.02 The Range=max-min=3.88-2.22=1.66 Dispersion=Rang/max=1.66/3.88=0.43 the risk result is within right limit	0.885	3.02

Interpretation of the table

It is clear from the above table that the College of Medicine and its scientific departments are interested in the process of providing the educational service in a manner that matches the expectations of its customers, especially those related to obtaining or providing the service. The results of the same table show the suitability of the geographical location of the college to a simple degree, as is the case in the readiness of the faculty members in the college to go to the governorate departments or the nearby governorate departments if they are asked to do so. The total responses received in this regard were homogeneous, expressed with a total mean of (3.02) and a total standard deviation of (0.885).

4.3 The Responsive Variable of Medical Procedures

This variable reflects the degree to which the response to medical procedures represented by the human dimension, the specialized professional dimension and the emotional cosmetic dimension with six sub-paragraphs in Table (11) shows the responses in this aspect.

Table 11. Doctors' Belief in the Five Considerations in the Medical Procedure N=80

Item(33-38)	standard deviation	Arithmetic mean
Feeling the patient's pain is the core of dealing with health work	0.54	3.23
The doctor's behavior in dealing and interaction should be characterized by compassion and sympathy towards his patients and to get rid of the bad mood	0.72	1.5
Every doctor must have medical achievements that testify to his high specialization in the medical profession he practices	0.60	3.45
The doctor's obtaining of appropriate experience in the field of his medical profession is necessary for the legal license in health work (pharmacist, surgeon, psychiatrist, internal medicine)	0.57	3.21
The presence of international health standards in health work instills hope for a quick recovery and reduces anxiety among doctors and patients	0.71	1.4
We need awareness and training to improve the way of interacting with the patient in a way that creates joy and pleasure for him	0.62	3.49
fit of the variable is Simple fit The general mean=2.81 The Range=max-min=3.49-1.4=2.09 Dispersion=Rang/max=2.09/3.492=0.599 the risk result is within right limit	0.65	2.81

Analyze the results of the table

It is noted from the above table that the Deanship of the College of Medicine in Basra and the officials of its various scientific departments believe in a simple degree, expressed with an arithmetic average of (2.81), of the necessity of adopting humane and professional medical procedures in dealing with the client. This simple degree has contributed to

two main aspects:-

1. The Deanship of the College of Medicine in Basra, in its meetings and councils that it holds and conducts with its affiliates, does not emphasize the importance of the human dimension and the need to open special courses to raise awareness of its personal concepts that are outside the performance of job duties with patients only.
2. The Deanship did not pay attention to the inclusion of international performance standards in its health performance, and it was not originally planned for its strategic philosophy, because it is affiliated with ministerial instructions that cannot be changed without referring to the higher authorities supervising its performance.
3. The idea of beautification was highly appropriate through its arithmetic mean in the answer of (3.49) and with a deviation of (0.65), which indicates that the answer is not scattered. That is, there is a strong desire among doctors to accept the amendment.

Through the previous analysis of the explanatory and responsive research variables, it was found that there is a response To some extent accepting the idea of beautifying the relationship with the customer by managing the pleasant interaction.

And To prove the dispersion and measure the risk, we conducted a range and dispersion analysis in the last row of each of the previous tables from Table 3 to Table 11

It was found that all the tested variables were within the limits of mucus by describing their dispersion less than one integer and the highest was for the responsive dimension in Table 11

Which measures items from 33-38, as its dispersion is 0.59, which is the highest risk than others.

5. The Fourth Aspect of the Research: Conclusions and Recommendations

5.1 Conclusions

1. The commitment of the Deanship of the College of Medicine to a small degree with the importance of the customer and following the strategies that tend to consider him as the first responsibility of it and its scientific departments, as well as the weakness of the emphasis on the importance of the customer by it during holding seminars and meetings with the staff.
2. Poor forecasting of its customers in terms of accurate identification of the type and nature of these customers, and then the limited use of feedback information about them and its inclusion within the limits of the reason for the existence of this college.
3. Not adopting promotional means by the officials of the college administration and its departments, which would increase the satisfaction of its customers.
4. The college focuses on the value that the customer obtains from dealing with it, but there is a gap in communication between this type of organization and its customers in practice, despite the Deanship's conviction of the importance of the relationship with the customer and the need to work on developing it.
5. Local universities have a simple knowledge of what quality is and its requirements, spreading awareness and keeping pace with it.
6. When designing the educational service, the needs and desires of customers are taken into consideration, to an average degree. Despite this trend, it was noticed that educational, training and development programs in local universities did not rise to the degree that their counterparts in scientifically advanced international universities.
7. The prices and wages of administrative services in the college are proportional to the acceptable limits for its clients, including the granting of documents and endorsements to graduate students and their acceptance forms...etc... as the prices of services provided by the college to its external clients do not constitute a significant burden on their shoulders, and the salaries offered by the college For its employees, it is commensurate with the level of efforts made by the employees, although it is not in proportion to the prevailing standards of living.
8. Local universities have their own means and geographical locations that make them accessible to their customers with the aim of obtaining or providing educational services.

5.2 Recommendations

1. The necessity to include the concepts of the customer in the curricula and strategies of medical colleges in all the country because the customer represents the essence of the marketing process of the medical service and its satisfaction is evidence of the correctness of the orientations of business organizations.
2. Health sector officials should pay attention to strategies that take into account that these colleges are only found to

serve the different segments of society. Also, among its most important priorities is the adoption of ways to achieve the satisfaction of these authorities and to ensure that they obtain the target value and work to maintain the bonds of the cooperative relationship with the customer

3. Listening well to customer complaints by adopting certain means such as placing a complaint box in hospital lobbies or conducting a survey about patients' problems and using other means such as e-mail, mobile or landline phones, and reviewing them on an ongoing basis while activating and encouraging their studies and supporting those who advocate them.

4. Establishing medical studies centers in coordination with administrative and marketing studies centers within universities, specialized in conducting field surveys for many aspects, especially those related to the inclusion of new curricula or the identification of skills required by the labor market, which must be characterized by the graduate to interact efficiently with the field of health work.

5. Teamwork commensurate with medical curricula, and the deanship should include this concept on the list of lessons it teaches to its students.

6. The necessity of basing the decisions of the university administration on the desires of external clients to create or cancel scientific disciplines or increase or decrease the absorptive capacity of the scientific departments, as well as anticipate the direction of these desires in the future with the intention of anticipating them.

7. Orientation towards the concepts of patients' rights and the dissemination of its culture throughout the health organization and the health sector, because this is conclusive evidence of development, similar to the countries of the developed world and its health organizations, and the accountability of the negligent in this..

8. Appointing a quality consultant in all health sector departments to advance the deteriorating reality of their work and to announce the beginning of a new era in these organizations.

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