

# Evaluating the role of nursing and midwifery in improving patient satisfaction: a study of the impact of continuous training on the provision of health care services

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## Abstract

This study explores the impact of continuous education and training on the quality of healthcare services, focusing on the role of nursing and midwifery in enhancing patient satisfaction. With the rapid evolution of healthcare practices and patient expectations, ongoing professional development for nurses and midwives is essential to ensure high standards of care. The paper examines the relationship between continuing education and improved clinical skills, communication, and cultural competence, all of which contribute to positive patient outcomes and satisfaction. Additionally, the study highlights various types of training programs, including workshops, simulations, and e-learning, and their effectiveness in improving the competency and confidence of healthcare providers. Real-life examples and case studies demonstrate how targeted training initiatives have led to better healthcare outcomes, illustrating the transformative power of lifelong learning in the healthcare sector. The findings suggest that integrating continuous education into routine healthcare practices is crucial for improving the quality of care, boosting patient satisfaction, and fostering a skilled and motivated workforce. Keywords: nursing, midwifery, patient satisfaction, continuous training, provision of health care services

## Introduction

Nursing and midwifery are central pillars of healthcare systems worldwide, contributing significantly to the delivery of quality care and the promotion of patient well-being [1]. As the primary point of contact for many patients, nurses and midwives play a critical role in shaping

patient experiences and satisfaction levels. Patient satisfaction is increasingly recognized as a key indicator of healthcare quality, influencing outcomes such as adherence to treatment plans, trust in healthcare providers, and overall health improvements.

Continuous training and professional development are essential for equipping healthcare professionals with the skills and knowledge needed to meet the evolving demands of patient care. For nurses and midwives, ongoing education can enhance technical competencies, communication abilities, and the capacity to address complex health needs [2]. In turn, these improvements can lead to better patient interactions and outcomes, contributing to higher levels of satisfaction.

Despite the recognized importance of nursing and midwifery in improving patient satisfaction, gaps remain in understanding how continuous training impacts the quality of care and patient perceptions. This study aims to evaluate the role of nursing and midwifery in enhancing patient satisfaction, with a particular focus on the effect of continuous training on healthcare service provision [3]. By exploring these dynamics, the study seeks to provide insights into effective strategies for improving patient satisfaction and advancing the professional development of nursing and midwifery staff.

## **Literature review**

### **Role of Nursing and Midwifery in Healthcare**

#### **Overview of Nursing and Midwifery Roles in Patient Care Delivery**

Nurses and midwives are critical to the healthcare system, providing patient-centered care across diverse settings, including hospitals, clinics, and community health centers. Their roles extend beyond basic care to include patient education, advocacy, and emotional support. Nurses are often responsible for assessing patient needs, implementing treatment plans, monitoring progress, and adjusting interventions as necessary [4]. Similarly, midwives focus on providing specialized care during pregnancy, childbirth, and postpartum, ensuring safe and positive outcomes for both mothers and newborns [1]. Through their comprehensive involvement in the patient journey, nurses and midwives significantly influence patient experiences, playing a pivotal role in fostering trust and satisfaction with healthcare services.

#### **Key Responsibilities and How They Contribute to Patient Satisfaction**

1. **Clinical Competency and Technical Skills:** Nurses and midwives deliver high-quality care by applying evidence-based practices, administering medications, and performing procedures accurately.
2. **Communication and Emotional Support:** Effective communication with patients and families is a cornerstone of nursing and midwifery practice. Active listening, empathy, and clear explanations empower patients, helping them feel valued and understood, which is integral to their satisfaction.
3. **Patient Advocacy:** Nurses and midwives serve as advocates for their patients, ensuring their voices are heard in care decisions. Advocacy strengthens patient trust and demonstrates a commitment to their well-being.
4. **Health Education and Promotion:** By educating patients about their conditions, treatment options, and preventive measures, nurses and midwives enable informed decision-making. This empowerment improves compliance with care plans and fosters satisfaction.
5. **Continuity of Care:** Nurses and midwives are key providers of consistent care, coordinating between various healthcare professionals. Their ongoing presence helps patients navigate complex healthcare systems and enhances their overall experience [5].

## **Bridging Gaps Between Patients and Other Healthcare Providers**

1. **Coordination of Care:** Nurses and midwives act as intermediaries, ensuring seamless communication between patients and multidisciplinary healthcare teams. Their role in translating medical jargon into understandable language helps patients make informed choices [6].
2. **Facilitating Access to Resources:** They guide patients in accessing healthcare services, social support systems, and community resources, ensuring equitable care. This holistic approach addresses patients' physical, emotional, and social needs.
3. **Building Trust and Rapport:** By maintaining a patient-centered approach, nurses and midwives foster strong relationships with patients, which encourages honest communication and active participation in care plans.
4. **Conflict Resolution:** In situations where disagreements arise between patients and healthcare providers, nurses and midwives mediate to ensure patient preferences and rights are respected while maintaining professional integrity [7].

## **Importance of Patient Satisfaction in Healthcare**

### **1. Definition and Significance of Patient Satisfaction as a Quality Metric**

Patient satisfaction refers to the degree to which patients perceive their healthcare experiences as meeting or exceeding their expectations. It is a multidimensional concept that encompasses factors such as the quality of care, provider-patient communication, the physical environment, and accessibility of services [8].

As a quality metric, patient satisfaction is crucial for assessing the performance of healthcare systems and professionals. It reflects not only the effectiveness of clinical care but also the overall patient experience. High levels of patient satisfaction are associated with improved patient loyalty, better adherence to treatment plans, and reduced likelihood of complaints or litigation. Consequently, it has become a key indicator in evaluating healthcare quality, influencing hospital ratings, reimbursements, and accreditation processes [9].

### **2. Relationship Between Patient Satisfaction and Health Outcomes**

Patient satisfaction is intricately linked to health outcomes through several pathways [10], [11]:

- **Adherence to Treatment Plans:** Satisfied patients are more likely to follow prescribed treatments, attend follow-up appointments, and adopt recommended lifestyle changes. This adherence directly impacts recovery and long-term health.
- **Trust and Engagement:** High satisfaction fosters trust in healthcare providers, leading to open communication and active patient participation in care decisions. This engagement enhances the accuracy of diagnoses and the effectiveness of treatments.
- **Emotional Well-Being:** Positive healthcare experiences reduce stress and anxiety, promoting emotional well-being and supporting better physiological responses during recovery.
- **Systemic Benefits:** Improved patient satisfaction reduces the likelihood of avoidable hospital readmissions and complaints, enhancing overall system efficiency and resource allocation.

### 3. Factors Influencing Patient Satisfaction

- **Communication:** Clear, empathetic, and respectful communication between healthcare providers and patients is fundamental. Patients value being heard, having their concerns addressed, and receiving information in an understandable manner.
- **Empathy and Emotional Support:** Healthcare providers who demonstrate empathy and provide emotional support create a sense of trust and safety, which significantly impacts patient satisfaction.
- **Technical Competency:** The perception of professional competence—accurate diagnoses, effective treatments, and skilled procedures—reassures patients about the quality of care they receive.
- **Accessibility and Timeliness:** The ease of accessing healthcare services, coupled with minimal wait times, plays a crucial role in shaping patient experiences.
- **Physical Environment:** A clean, comfortable, and well-equipped healthcare facility contributes positively to patient satisfaction.
- **Cultural Sensitivity and Individualized Care:** Addressing patients' cultural, social, and individual preferences enhances their sense of dignity and respect, improving satisfaction levels.
- **Continuity of Care:** Consistent and coordinated care across different stages of treatment fosters trust and a seamless healthcare experience [12].

Understanding and improving patient satisfaction requires a holistic approach that combines clinical excellence with empathetic, patient-centered care. This focus not only enhances the patient's experience but also drives better health outcomes and strengthens the healthcare system overall.

#### Continuous Training in Nursing and Midwifery

##### Definition and Types of Continuous Training

Continuous training refers to ongoing education and professional development activities that equip healthcare providers with the latest knowledge, skills, and competencies necessary to deliver high-quality care. This type of training ensures that nurses and midwives can adapt to advancements in medical science, technology, and evolving patient needs. Key types of continuous training include [10]:

1. **Workshops and Seminars:** Interactive sessions focused on specific topics, such as new treatment protocols or communication strategies.
2. **Simulations:** Hands-on training in realistic, controlled environments to practice clinical skills, decision-making, and teamwork without risking patient safety.
3. **Certifications and Advanced Courses:** Specialized programs to enhance expertise in areas like neonatal care, emergency response, or infection control.
4. **E-Learning Modules:** Online courses providing flexibility for self-paced learning on a variety of topics.
5. **On-the-Job Training:** Mentorship and practical learning opportunities integrated into daily clinical practice.

##### Importance of Lifelong Learning for Healthcare Providers

Lifelong learning is essential for nurses and midwives to maintain competence and keep up with emerging best practices. As the healthcare landscape evolves, continuous education ensures that these professionals remain equipped to provide high-quality care. The significance of lifelong learning extends across several key dimensions [6]. First, lifelong learning enables healthcare providers to **adapt to change**. With rapid technological advancements, updated clinical

guidelines, and shifting patient demographics, nurses and midwives must stay informed and flexible. This adaptability allows them to incorporate new tools, techniques, and evidence-based practices into their work, ensuring relevance in a dynamic healthcare environment.

Second, it plays a critical role in **enhancing patient care**. By continuously refining their skills and expanding their knowledge base, nurses and midwives can deliver safer, more effective, and personalized care. This ongoing improvement in competency directly impacts patient outcomes, fostering trust and satisfaction with healthcare services [5]. Moreover, lifelong learning supports **career development**, opening doors for specialization, leadership roles, and broader professional opportunities. Advanced certifications, training in niche areas, and exposure to cutting-edge practices empower nurses and midwives to grow within their fields and take on greater responsibilities. This professional advancement benefits both individuals and the healthcare organizations they serve.

Additionally, **regulatory compliance** often necessitates continuous education. Many healthcare systems and accrediting bodies mandate ongoing training to ensure that standards of care are upheld. Meeting these requirements not only safeguards patients but also reinforces the credibility of healthcare professionals and institutions [2]. Finally, lifelong learning significantly contributes to **boosting confidence and job satisfaction**. When nurses and midwives acquire new skills and stay competent in their roles, they feel more assured in their abilities. This confidence fosters a sense of fulfillment and reduces the risk of burnout, creating a more engaged and motivated workforce [9].

In summary, lifelong learning is not merely an option but a necessity for nurses and midwives. It equips them to adapt to change, deliver exceptional care, advance their careers, comply with regulations, and maintain their well-being, ultimately benefiting both patients and the broader healthcare system.

### **Areas of Focus for Training**

1. **Technical Skills**
2. **Communication**
3. **Cultural Competence**
4. **Patient Safety**

Continuous training in nursing and midwifery is a cornerstone of improving patient satisfaction and care quality. By investing in the professional development of these healthcare providers, organizations not only enhance care delivery but also foster a culture of excellence and lifelong learning within their teams [8].

### **Strategies for Implementing Effective Training Programs**

To ensure training programs for nurses and midwives are effective, they should be tailored to meet their specific professional needs while aligning with organizational goals. Some key recommendations include [12]:

1. **Needs Assessment:** Conduct surveys, focus groups, and performance evaluations to identify skill gaps and prioritize training areas relevant to current healthcare challenges.
2. **Clear Learning Objectives:** Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives to provide a clear roadmap for the training.
3. **Interactive and Practical Approaches:** Incorporate hands-on learning methods, such as simulations, role-playing, and case-based discussions, to enhance engagement and retention of knowledge.
4. **Involvement of Expert Trainers:** Use skilled educators and professionals with clinical experience to deliver training that is both practical and evidence based.

5. **Feedback and Evaluation:** Include regular feedback sessions and post-training assessments to measure effectiveness and make improvements where needed.

### **Integration of Training Programs into Routine Healthcare Practices**

To maximize the impact of training, it must be seamlessly integrated into daily healthcare workflows [3]:

1. **On-the-Job Training:** Embed training sessions into the workday, such as brief in-service workshops during shift changes, ensuring minimal disruption to clinical duties.
2. **Mentorship Programs:** Pair less experienced nurses and midwives with seasoned mentors to provide continuous guidance and real-time learning opportunities.
3. **Protected Time for Training:** Allocate dedicated hours for professional development, ensuring staff can focus on learning without compromising patient care.
4. **Team-Based Learning:** Encourage collaborative training sessions that bring together multidisciplinary teams to foster teamwork and holistic care approaches.
5. **Policy Support:** Establish policies that mandate and incentivize participation in training programs, reinforcing a culture of continuous improvement.

### **Role of Technology and E-Learning in Supporting Continuous Education**

Technology offers innovative solutions to overcome traditional barriers to training, such as time constraints and resource limitations [9]:

1. **E-Learning Platforms:** Use online courses, webinars, and interactive modules to provide flexible, self-paced learning opportunities for busy healthcare professionals.
2. **Simulation Technologies:** Employ virtual reality (VR) and high-fidelity mannequins to create realistic training scenarios for practicing complex clinical procedures in a risk-free environment.
3. **Mobile Learning Applications:** Leverage mobile apps to deliver microlearning content, such as quick tutorials, quizzes, and updates on best practices, accessible anytime, anywhere.
4. **Learning Management Systems (LMS):** Implement LMS software to track progress, assess performance, and customize training paths for individual learners.
5. **Tele-Education**

Utilize video conferencing tools for remote training sessions, connecting healthcare providers in underserved or rural areas with expert trainers.

### **Impact of Continuing Education on the Quality of Healthcare Services**

Continuing education plays a pivotal role in enhancing the quality of healthcare services provided by nurses and midwives. By equipping these professionals with updated knowledge, refined skills, and advanced competencies, ongoing training ensures that they are well-prepared to meet the dynamic demands of modern healthcare systems. This continuous professional development not only fosters clinical excellence but also nurtures a culture of lifelong learning, which is essential for maintaining high standards of care [13].

One of the most significant impacts of continuing education is its direct relationship with improved patient satisfaction. As nurses and midwives gain expertise through training programs, they are better able to provide safe, effective, and patient-centered care. Enhanced skills in communication, cultural competence, and technical proficiency enable healthcare providers to build stronger relationships with patients, address their concerns with empathy, and deliver treatments with greater precision. These improvements contribute to positive patient experiences and foster trust in the healthcare system [13].

Real-life examples illustrate the transformative effect of targeted training programs. For instance, simulation-based training for emergency care providers has been shown to improve decision-making and reduce response times during critical situations, leading to better patient outcomes. Similarly, workshops focusing on cultural competence have enabled midwives to provide more respectful and inclusive care to diverse patient populations, significantly enhancing patient satisfaction. These case studies underscore how well-designed educational initiatives can translate into tangible benefits for both providers and patients.

In conclusion, the impact of continuing education extends far beyond individual professional development. It strengthens the entire healthcare system by empowering nurses and midwives to deliver high-quality care, improving patient outcomes, and elevating satisfaction levels. By prioritizing and investing in ongoing training, healthcare organizations can achieve excellence in service delivery and build a resilient workforce ready to face future challenges.

### **Conclusion**

Continuing education is a cornerstone of excellence in nursing and midwifery, playing a vital role in enhancing the quality of healthcare services. By fostering the continuous professional development of nurses and midwives, ongoing training equips them with the skills and knowledge necessary to adapt to advancements in medical practices and meet the evolving needs of patients. This lifelong learning approach ensures that care delivery remains safe, effective, and patient-centered.

The relationship between improved skills and patient satisfaction is clear: as nurses and midwives refined their technical abilities, communication skills, and cultural competence, they are better able to address patient concerns with empathy and precision. This not only strengthens patient trust but also improves health outcomes, ultimately elevating the overall quality of care.

Real-world examples demonstrate the transformative impact of well-implemented training programs. Whether through simulation-based emergency response drills or workshops on cultural sensitivity, these initiatives have consistently led to measurable improvements in patient outcomes and satisfaction. These successes highlight the critical importance of prioritizing continuous education in healthcare settings.

In conclusion, investing in the ongoing education of nurses and midwives is essential for building a resilient and high-performing healthcare workforce. By integrating continuous training into routine practices, healthcare organizations can ensure exceptional care delivery, foster professional growth, and achieve sustained patient satisfaction, benefiting both providers and patients alike

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