

ORIGINAL RESEARCH

Predictors of Health Care Service Quality among Women Insured Under Ghana's National Health Insurance Scheme

Martin Amogre Ayanore^{*§}, Richard Ofori-Asenso[†] and Amos Laar[‡]

Background: Insured women in Ghana are more likely to use maternity care services than their uninsured counterparts. To improve service quality among insured women in Ghana, better understanding of the factors that predict quality standards of primary health care services is essential.

Objective: To examine predictors of health care service quality among insured women under the National Health Insurance Scheme (NHIS) in Ghana.

Methods: Data from the 2014 Ghana Demographic Health Survey was analysed. Cluster analysis was applied to construct a dependent variable; service care quality. Socio-demographic/background characteristics were used as independent variables. Descriptive and inferential analyses were performed followed by multiple regression to predict service quality among the insured population of women aged 15–49 years. SPSS version 21 was used during the clustering while STATA version 14 was used to perform the inferential and regression analyses.

Findings: A total of 5,457 women with valid health insurance were included in the analysis. Overall, geographical region of respondents was significant to expressions of insured service quality ($\chi^2 = 495.4$, $p \leq 0.001$). Literacy levels were significant at $\chi^2 = 69.232$ and $p < 0.001$ for service quality. On place of residence, the estimation showed urban residency to be more positively correlated with indicating quality ratings of health services compared to rural residency ($\chi^2 = 70.29$, $p < 0.001$). Highest educational level had the highest predictive influence (coefficient = 0.15) on women's views about the quality of health care services.

Conclusions: A health insurance system that shifts towards introducing valued-based care models for patients, insurers, and health care providers could be supportive in improving the quality of healthcare delivered to Ghanaians.

Introduction

In developing countries, women's perceptions of the quality of health care services is known to be multidimensional [1], and is influenced by a myriad of factors [1–3]. To meet demands for patient-centred care services, a fundamental shift from ignoring patients' perceptions and demands [2] into promoting healthcare environment where the right health professionals are hired and provide the right care is required [4]. Fundamentally, meeting patients' satisfied demands on health care services drives health care utilization, and subsequently quality ratings on services. Patients' views and expressions of health care services remain one of the fundamental components of assess-

ing the robustness and ability of health systems to meet growing population health care needs. Studies have suggested that excluding patients' perspectives in the assessment of health care quality can result in missing valid and unique information about the standards of quality for health care services offered to patients [5]. To promote patient-centred care, health system structures that enable patients to express their values and preferences without censures is vital for quality improvements [6]. The need to incorporate patient-centred perspectives into population- and system-level approaches to advance health access has been advocated [7]. Barriers and facilitators to patient-centred care in different health contexts are reported [8]. In Ghana, the policy environment on patient-centred care has largely been derived from studies that examined quality and satisfaction attributes for health care services at facility levels [9, 10].

Policies on health care quality in Ghana have been largely driven by the desire to achieve a pervasive culture in which the desire to provide quality services is 'pervasive' as advocated by the International Society for Quality in Health care [10, 11]. The Institutional Care Division (ICD) of the Ghana Health Service (GHS), whose mandate includes the development and implementation of institutional and clinical quality standards, has highlighted

* Department of Family and Community Health, School of Public Health, University of Health and Allied Sciences, Hohoe, GH

† Department of Epidemiology and Preventive Medicine, Monash University, Melbourne, AU

‡ Department of Population Family and Reproductive Health, School of Public Health, College of Health Sciences, University of Ghana, GH

§ Centre for Health Policy Advocacy, Innovation and Research in Africa (CHPAIR-Africa), Accra, GH

Corresponding author: Martin Amogre Ayanore, PhD (mayanore@uhas.edu.gh)

several bottlenecks to service quality improvements in Ghana [10]. Studies on patients' expressions of quality and satisfaction based on clinical outcomes, as well as on patients' perceptions of previous health care services received have been published [9, 12–17]. A recent study that assessed health insurance effects on perceived and technical quality of health facilities emphasized the need to actively promote patients' education as well as comprehensive efforts towards improving health service utilization [18].

Despite the positive effects of Ghana's National Health Insurance Scheme (NHIS) on maternal and child health outcomes [19–23], there are growing concerns of inequities [24, 25], both among the insured and the uninsured populace [26, 27]. Although insured women in Ghana are more likely to use maternity care services more than once through the positive mediation of health insurance [22], other studies have reported that some insured population groups may not use health services at all in some settings [28–31]. To promote insured population groups' use of health care services, tackling user negative perceptions of health quality and satisfaction preferences are important [31]. Studies on determinants of quality and satisfaction on women's use of health services in Ghana are reported across general population groups [1, 12, 15, 32]. Other evidence of health insurance impacts on poor households' access and demands on quality of health care services exists [33, 34]. Dixon and colleagues assessed, at a national level, member perceptions of service provision using the 2008 Ghana Demographic Health Survey (GDHS) [35]. A previous study also examined insured and uninsured patients' satisfaction with the National Health Insurance Scheme (NHIS) in Ghana [14]. However, little is known about insured patients' expressions of health service quality in Ghana. Thus, this study was conducted to examine the socio-demographic and individual/household background factors that influence health care service quality among insured Ghanaian women.

Methods

Data source

Data from the 2014 GDHS was analysed. Detailed survey methodology has been described in the final report by the implementing partners [36]. Women were eligible as respondents if they were aged 15–49 years. DHS surveys apply standardized data collection instruments for data gathering to inform health policy planning and implementation at country levels. The 2014 GDHS applied a two-stage sample design that allowed key national level indicators to be estimated countrywide followed with a systematic sampling of households for enumeration [36]. The two stage sampling yielded 427 clusters (216 in urban areas and 211 in rural areas). An enumeration exercise was conducted between January–March 2014 that selected 30 households from the 427 clusters nationwide, providing a total sample size of 12,831 households. Data collection was conducted between from September to December 2014. The GDHS has undergone modifications since 1988.

In the 2014 survey, the information collected from women included birth history, child mortality, and

knowledge and use of family planning and fertility preferences. Others included antenatal, delivery, and postnatal care, breastfeeding and infant feeding practices, vaccinations and childhood illnesses management, women's empowerment and work outcomes, contraceptive knowledge, awareness and preferences, women and child health and feeding practices, and anthropometric indicators of children. HIV/AIDS knowledge, awareness and practices, children and women medication care, health insurance use, services received with use of health insurance, out-of-pocket (OOP) payments for health, women employment and health outcomes, and socio-demographics of respondents. Our study used data on insured women's assessment of health services quality and OOP payments for health. Only women who reported having valid health insurance (n = 5,457) were included in the analysis.

Dependent variable

The dependent variable assessed was insured women's account of service quality. An index for quality of health care services use was constructed using four variable questions from respondents; pay out-of-pocket for drugs and services, received good service last time, whether service was not covered by the NHIS, and the ease of accessing health care at point of use.

Construction of dependent cluster membership variables

A two-step cluster procedure for the naturally identifying exploratory natural cases/objects within our data was applied. Cluster analysis is a multivariate statistical technique for grouping cases based on the homogeneity within groups and heterogeneity across groups. The process of clustering enabled the construction of an index the dependent membership variable (perceived health service quality). Cluster analysis has been used previously on understanding focused maternity care in Ghana [22]. Clustering employs an approach to segregate data based on individual responses using log-likelihood distance measure. Since the dataset applied contained both categorical and continuous data, the two-stage clustering procedure is usually preferred [37]. The first clustering approach was the construction of quality index on health services use using the four variable questions described above. The second clustering approach was used to construct the membership variable index for user satisfaction following the same procedures described in the first clustering approach. Overall, common procedure patterns were observed in all estimation. All clustering procedures were set at maximum of four clusters since automatic clustering generated only poor and fair cluster patterns. Four clusters resulted from clustering procedure. Silhouette measure of cohesion and separation for quality showed good quality (> 0.5).

Independent variables

Individual socio-demographic variables in the analysis included women's age, marital status, geographical region (10 geographical divisions), religion, highest educational status, religion, parity, literacy, and place of residence.

Household variables included in the analysis were decision making for respondent use of contraceptives, person who usually decides how to spend respondents' earnings, and decision making on meeting respondent health care needs.

Statistical Analysis

Statistical analysis after clustering procedures was performed in two folds: descriptive and inferential analysis. SPSS version 21 (IBM Corp., Armonk, N.Y., USA) was used during the clustering and exported to STATA version 14 (StataCorp LP, College Station, TX, USA) for further analysis. Further analysis using multiple regression was conducted between service quality significant outcomes to predict service quality among insured. Statistical significant levels were set at ($p < 0.05$).

Ethics and data protection issues

Permission for data access and use was granted by the DHS MEASURE program. Ethical consent was obtained from individual respondents during data collection in 2014 by the DHS program implementers. We strictly adhered to the purpose of our request for data access for knowledge dissemination.

Results

Respondent's socio-demographics and cluster findings

Table 1 summarizes the socio-demographic variables assessed in the study. A high proportion of respondents was within the age categories 15–19 and 25–29 years and were married (49.3%). The Upper East Region had the highest record of respondents (11.5%) with the least from the Central Region (7.6%). Secondary level education was high (53%) with an equally higher number of respondents unable to read and write. Urban respondents represented 50.8% while 49.2% were rural residents. The majority of respondents (56.1%) indicated joint decision making with partners in meeting their health care needs. Descriptive cluster groups and socio-demographics are presented in **Table 2**. A total of 2,673 individual responses were clustered into four cluster groups: cluster 1 (17.62%), 2 (23.08%), 3 (23.5%), and 4 (35.8%). Based on cluster outcomes, the four clusters can be grouped as: adequate care quality for cluster 4, average quality for cluster 3, less adequate for cluster 1, and poor quality for cluster 2 (see **Table 2**). A high percent (72.8%) of insured women in cluster group 1 indicated they made OOPs for drugs and services. OOP was not reported by those found to have adequate quality (cluster 4). Average care quality cluster (cluster 3) had the highest number of respondents reporting receiving services not covered by the NHIS. Cluster group 2 respondents (14.6%) indicated they received poor quality of care services provided at point of use. Reasons for poor quality ratings in cluster 2 were due to difficulties associated with receiving care (25.6% attributed to this). Age groupings was significant with the quality of health services ($\chi^2 = 40.6$, $p \leq 0.002$).

Overall, geographical region of respondents was significant to expressions of insured service quality ($\chi^2 = 495.4$, $p \leq 0.001$). Within the regions, respondents in the Eastern region were more likely to have paid OOP for drugs and

services, as they represented a high percent (20.6%) of responses in cluster 1. Poor quality standards were frequently reported in the Volta region (19.1%) as the region was clustered in group 2. The Upper East region had an average quality reports, as more respondents (21.5%) in this cluster are associated with cluster group 3. The Brong-Ahafo region had more respondents (13.5%) clustered in group 4. The analysis further showed that those who could not read at all were mostly involved in clusters 1, 3, and 4, which accounted for 49.7%, 57.8%, and 49.4%, respectively. Those who were able to read whole sentence were also involved in cluster 2 (50.6%). Literacy levels were significant at $\chi^2 = 69.232$ and $p < 0.001$. On place of residence, the estimation showed urban residents were more positively correlated with indicating quality ratings of health services compared to rural residents ($\chi^2 = 70.29$, $p < 0.001$). Ethnicity and an individual's educational status had significant associations with the quality of health care services.

Regression Analysis Findings

Table 3 summarizes multiple regression results to predict insured women's views on the quality of health services use and socio-demographics. The output shows that the independent variables predict the dependent variable, $F(10, 2662) = (4.59, p < .05)$. The highest educational level had the highest predictor influence holding with a coefficient of 0.15; this was followed by place of residence with a coefficient of 0.08.

Discussion

This study examined background and socio-demographic factors that predict health care service quality among women insured under the NHIS in Ghana. Using the 2014 GDHS, we found that quality of health services delivery does influence out-of-pocket payment levels among insured women. Patients' perceptions of low quality for meeting their health care needs will necessarily equate to patient's making OOP. This evidence is supported by earlier studies that reported that patients tend to choose services that provide high-quality care [38, 39], even when they know they have to endure OOP payments. Insured women who received less adequate care from this study paid more OOP for drugs and services compared to other cluster groups. Expectedly, OOP payments were less reported by those found to have received adequate care quality. Insured women who indicated poor care quality did not frequently report OOP payments. Studies corroborate that patients who pay OOP often receive better or more quicker services than others [40, 41]. This has the potential to impact equity issues for health care access in Ghana [42], particularly among insured population groups. We posit that, rising OOP payments among insured population groups to access care may exacerbate drop-out rates and enrolment levels for NHIS in Ghana. Policies that improve NHIS subscription and enrolment and those that ensure continual quality improvements for health services delivered are needed to improve quality care in Ghana. Another addition to existing evidence in Ghana on health insurance and maternal care outcomes

Table 1: Socio-demographic and respondent's background variables and categories assessed in the study.

| Variable | Response | | Category | N (%) | Mean | S.D | | Variance |
|---------------------------|--------------|--|-------------------------------------|------------|--------|----------------|----------|----------|
| | Valid (N) | | | | | S.E of mean | | |
| | Missing | | | | | | | |
| Age group | Valid (5457) | | 15–19 | 973(17.8) | 3.595 | 1.9(0.0161) | 3.626 | |
| | Missing (0) | | 20–24 | 862(15.8) | | | | |
| | | | 25–29 | 969(17.77) | | | | |
| | | | 30–34 | 817(15.0) | | | | |
| | | | 35–39 | 761(14.0) | | | | |
| | | | 40–44 | 586(10.73) | | | | |
| | | | 45–49 | 489(9.0) | | | | |
| Marital status | Valid (5457) | | Never in union | 1663(30.5) | 1.067 | 1.116(0.015) | 1.246 | |
| | Missing (0) | | Married | 2689(49.3) | | | | |
| | | | Living with partner | 649(11.9) | | | | |
| | | | Widowed | 155(2.8) | | | | |
| | | | Divorced | 132(2.4) | | | | |
| | | | No longer living together/separated | 169(3.1) | | | | |
| Region | Valid (5457) | | Western | 613(11.2) | 5.625 | 2.838(0.038) | 8.053 | |
| | Missing (0) | | Central | 416(7.6) | | | | |
| | | | Greater Accra | 424(7.8) | | | | |
| | | | Volta | 544(10.0) | | | | |
| | | | Eastern | 555(10.2) | | | | |
| | | | Ashanti | 526(9.6) | | | | |
| | | | Brong Ahafo | 752(13.8) | | | | |
| | | | Northern | 517(9.5) | | | | |
| | | | Upper East | 629(11.5) | | | | |
| | | | Upper West | 481(8.8) | | | | |
| Highest educational level | | | No education | 1226(22.5) | 1.445 | 0.911(0.123) | 0.831 | |
| | Valid (5457) | | Primary | 945(17.3) | | | | |
| | Missing (0) | | Secondary | 2920(53.5) | | | | |
| | | | Higher | 366(6.7) | | | | |
| Religion | | | Christian | 4154(76.1) | 6.304 | 0.625(0.008) | 0.391 | |
| | | | Islam | 1075(19.7) | | | | |
| | | | Traditional/spiritualist | 98(1.8) | | | | |
| | | | No religion | 130(2.4) | | | | |
| Ethnicity | Valid (5457) | | Akan | 2150(39.4) | 21.917 | 135.135(1.829) | 18261.45 | |
| | Missing (0) | | Ga/Dangme | 247(4.5) | | | | |
| | | | Ewe | 701(12.9) | | | | |
| | | | Guan | 155(2.8) | | | | |
| | | | Mole-Dagbani | 1420(26.0) | | | | |
| | | | Grusi | 294(5.4) | | | | |
| | | | Gurma | 316(5.8) | | | | |
| | | | Mande | 71(1.3) | | | | |
| | | | Other | 103(1.9) | | | | |

(Contd.)

| Variable | Response | Category | N (%) | Mean | S.D | Variance |
|--|----------------|--------------------------------|------------|-------|--------------|----------|
| | Valid (N) | | | | S.E of mean | |
| | Missing | | | | | |
| | | Able to read whole sentence | 2385(43.7) | | | |
| | | No card with required language | 5(0.1) | | | |
| | | Blind/visually impaired | 3(0.05) | | | |
| Type of place of residence | Valid (5457) | Urban | 2771(50.8) | 1.492 | 0.5(0.007) | 0.25 |
| | Missing (0) | Rural | 2686(49.2) | | | |
| Parity | Valid (5457) | ≤5 | 5035(92.3) | 1.078 | 0.27(0.004) | 0.073 |
| | Missing (0) | 6–10 | 419(7.7) | | | |
| | | ≥11 | 3(0.05) | | | |
| Person who usually decides on respondent's health care | Valid (3338) | Respondent alone | 795(23.8) | 2.171 | 1.025(0.017) | 1.051 |
| | Missing (2119) | Respondent and husband/partner | 1871(56.1) | | | |
| | | Husband/partner alone | 652(19.5) | | | |
| | | Someone else | 17(0.5) | | | |
| | | Other | 3(0.05) | | | |

from this study is that women's reports of average or less care quality for primary health care services may be due to their perceived categorizations that some services were not covered under health insurance. The overall effects of poor quality of services among the populace insured under the NHIS in Ghana has the potential to deflate the primary purpose of the policy that is aimed at reducing household catastrophic health effects. A study in Burkina Faso that examined drop-out rates of patients insured under a community-based health insurance scheme found patients' unsatisfactory quality ratings as one of the causes for drop-outs from the scheme [43]. Providing inclusive structures and opportunities to involve patients in all areas (rural/urban) in knowledge dissemination and operational modalities of the scheme has the potential to address many wrong notions and perceptions of services covered under the NHIS. There is also the need for NHIS managers and policy stakeholders to assess novel ways of bridging inequity issues by not only enrolling pro-poor population groups, but ensuring that services are adequate, timely, and address users' health needs.

We also found that insured women's expression of poor quality primary health care services was due to difficulties in accessing care. In examining this further, we can posit that multiple non-service oriented provision and utilization barriers could affect insured client's quality of services ratings. The potential for health systems in developing countries to be urban and clinic oriented is known [44–46]. A more clinic-oriented and urbanized health system has the potential to introduce inequity issues on access among insured groups. In Ghana, a myriad of factors including poor environmental birthing room conditions

for women [47], poor provider-patient relations, and clients' low quality perceptions of clinic level services [48] have been documented to impact general maternal health care utilization. The mechanisms through which the Community Based Health Planning and Services (CHPS) concept in Ghana could be used to reach most rural population needs for improved quality of care requires further evaluation. There is a need for policy shift under the CHPS concept to move beyond access to care to integrating value-based models of care that guarantee quality care improvements for both insured and uninsured populations. The recently launched national quality healthcare strategy geared towards meeting health quality is commendable. Nonetheless, we advocate for further measures aimed at addressing the six major domains of health services quality: safety, efficiency, effectiveness, patient-centred, timeliness, and equity. The domains require multiple stakeholder involvement and a health system that is integrative for it to be able to address unmet needs in Ghana [6, 49]. To further address the health needs of both insured and uninsured populations the health system structure (primary, secondary, tertiary) must be adequately aligned with any policy on quality improvements in the medium to long term.

Furthermore, literacy levels among insured women predicted quality of primary health services among the insured from this study. Other studies have established literacy levels and its effects for better health outcomes [50, 51]. In other literacy studies, the evidence shows that literacy has the potential to reduce income-related disparities [52, 53]. This has potential to positively influence the levels of health care services use. Health care literacy

Table 2: Quality cluster group associations with socio-demographics.

| Variable | Quality Cluster outcomes | | | | | Pearson Chi Square | |
|----------------------------------|---------------------------------------|---------------------------|---------------------------------|----------------------------------|------------|--------------------|---------|
| | Cluster 1 Less adequate quality | Cluster 2 Poor quality | Cluster 3 Average quality | Cluster 4 Adequate quality | Total | χ^2 | p-value |
| | N = 471 | N = 617 | N = 627 | N = 958 | N = 2673 | | |
| | n(%) | n(%) | n(%) | n(%) | n(%) | | |
| Age in 5-year groups | | | | | | | |
| 15–19 | 46(9.8) | 54(8.8) | 39(6.2) | 116(12.1) | 255(9.5) | | |
| 20–24 | 82(17.4) | 105(17.0) | 96(15.3) | 169(17.6) | 452(16.9) | | |
| 25–29 | 106(22.5) | 123(19.9) | 138(22.0) | 203(21.2) | 570(21.3) | | |
| 30–34 | 87(18.5) | 112(18.2) | 110(17.5) | 168(17.5) | 477(17.8) | 40.6 | <0.002 |
| 35–39 | 67(14.2) | 90(14.6) | 111(17.7) | 139(14.5) | 407(15.2) | | |
| 40–44 | 43(9.1) | 90(14.6) | 65(10.4) | 80(8.4) | 278(10.4) | | |
| 45–49 | 40(8.5) | 43(7.0) | 68(10.8) | 83(8.7) | 234(8.8) | | |
| Region | | | | | | | |
| Western | 30(6.4) | 72(11.7) | 63(10.0) | 96(10.0) | 261(9.8) | | |
| Central | 28(5.9) | 40(6.5) | 49(7.8) | 79(8.2) | 196(7.3) | | |
| Greater Accra | 46(9.8) | 31(5.0) | 84(13.4) | 38(4.0) | 199(7.4) | | |
| Volta | 46(9.8) | 118(19.1) | 53(8.5) | 43(4.5) | 260(9.7) | | |
| Eastern | 97(20.6) | 38(6.2) | 49(7.8) | 70(7.3) | 254(9.5) | 495.4 | <0.001 |
| Ashanti | 47(10.0) | 66(10.7) | 67(10.7) | 86(9.0) | 266(10.0) | | |
| Brong Ahafo | 34(7.2) | 47(7.6) | 140(22.3) | 149(15.6) | 370(13.8) | | |
| Northern | 26(5.5) | 111(18.0) | 34(5.4) | 58(6.1) | 229(8.6) | | |
| Upper East | 51(10.8) | 67(10.9) | 37(5.9) | 206(21.5) | 361(13.5) | | |
| Upper West | 66(14.0) | 27(4.4) | 51(8.1) | 133(13.9) | 277(10.4) | | |
| Highest educational level | | | | | | | |
| No education | 118(25.1) | 153(24.8) | 99(15.8) | 273(28.5) | 643(24.1) | | |
| Primary | 70(14.9) | 80(13.0) | 100(15.9) | 201(21.0) | 451(16.9) | 78.946 | 0.001 |
| Secondary | 242(51.4) | 334(54.1) | 352(56.1) | 439(45.8) | 1367(51.1) | | |
| Higher | 41(8.7) | 50(8.1) | 76(12.1) | 45(4.7) | 212(7.9) | | |
| Ethnicity | | | | | | | |
| Akan | 178(37.8) | 209(33.9) | 281(44.8) | 360(37.6) | 1028(38.5) | | |
| Ga/Dangme | 34(7.2) | 19(3.1) | 28(4.5) | 27(2.8) | 108(4.0) | | |
| Ewe | 60(12.7) | 107(17.3) | 80(12.8) | 79(8.2) | 326(12.2) | | |
| Guan | 12(2.5) | 18(2.9) | 30(4.8) | 12(1.3) | 72(2.7) | | |
| Mole-Dagbani | 132(28.0) | 159(25.8) | 119(19.0) | 328(34.2) | 738(27.6) | 150.73 | < 0.001 |
| Grusi | 12(2.5) | 49(7.9) | 52(8.3) | 70(7.3) | 183(6.8) | | |
| Gurma | 23(4.9) | 41(6.6) | 20(3.2) | 38(4.0) | 122(4.6) | | |
| Mande | 4(0.8) | 4(0.6) | 3(0.5) | 25(2.6) | 36(1.3) | | |
| Other | 16(3.4) | 11(1.8) | 14(2.2) | 19(2.0) | 60(2.2) | | |

(Contd.)

| Variable | Quality Cluster outcomes | | | | | Pearson Chi Square | |
|-------------------------------------|--------------------------|--------------|-----------------|------------------|------------|--------------------|---------|
| | Cluster 1 | Cluster 2 | Cluster 3 | Cluster 4 | Total | χ^2 | p-value |
| | Less adequate quality | Poor quality | Average quality | Adequate quality | | | |
| | N = 471 | N = 617 | N = 627 | N = 958 | N = 2673 | | |
| n(%) | n(%) | n(%) | n(%) | n(%) | | | |
| Literacy | | | | | | | |
| Cannot read at all | 234(49.7) | 278 | 254(40.5) | 554(57.8) | 1320(49.4) | | |
| Able to read only parts of sentence | 33(7.0) | 46 | 56(8.9) | 94(9.8) | 229(8.6) | | |
| Able to read whole sentence | 204(43.3) | 293 | 317(50.6) | 309(32.3) | 1123(42.0) | 69.232 | <0.001 |
| No card with required language | 0(0) | 0 | 0(0) | 1(0.1) | 1(0.04) | | |
| Place of residence | | | | | | | |
| Urban | 238(50.5) | 343(55.6) | 396(63.2) | 406(42.4) | 1383(51.7) | 70.29 | <0.001 |
| Rural | 233(49.5) | 274(44.4) | 231(36.8) | 552(57.6) | 1290(48.3) | | |

Table 3: Predictors of insured quality of services ratings.

| Significant quality of services variables | Coef. | Std. Err. | T | P> t | [95% Conf. Interval] |
|---|----------|-----------|-------|-------|----------------------|
| Age | -0.02498 | 0.014185 | -1.76 | 0.078 | -0.0527962 0.0028348 |
| Marital status | -0.01673 | 0.022107 | -0.76 | 0.449 | -0.0600736 0.0266234 |
| Region | 0.026519 | 0.008075 | 3.28 | 0.001 | 0.0106858 0.042353 |
| Highest education | 0.150353 | 0.100919 | 1.49 | 0.136 | -0.0475349 0.3482411 |
| Religion | -0.00721 | 0.03793 | -0.19 | 0.849 | -0.0815856 0.0671653 |
| Ethnicity | -0.00017 | 0.000148 | -1.16 | 0.245 | -0.0004632 0.0001184 |
| Educational attainment | -0.08414 | 0.063149 | -1.33 | 0.183 | -0.2079701 0.0396808 |
| Literacy level | -0.08292 | 0.035395 | -2.34 | 0.019 | -0.1523199 -0.01351 |
| Place of residence | 0.081462 | 0.046216 | 1.76 | 0.078 | -0.0091615 0.1720852 |
| Parity | 0.060181 | 0.085094 | 0.71 | 0.479 | -0.1066751 0.2270371 |
| Constant value | 2.650105 | 0.284272 | 9.32 | 0 | 2.092688 3.207521 |

potential for attaining the sustainable development goals (SDGs) in Nepal is documented [54]. By extension, health literacy could be envisaged as a potential catalyst for accelerating progress towards the attainment of universal health coverage (UHC) in developing countries. Socio-demographic factors including geographic region, education, ethnicity, literacy, and place of residence were significant influencers for care quality among the study participants. This is not surprising given the established literature regarding the effects of these factors on health outcomes [55–57]. Our results, however, rate educational status as the most significant predictor of care quality among insured Ghanaian women. Educational attainments and its roles in advancing not only health quality needs, but general care access among other groups are also documented [57–59].

Overall, an NHIS system that allows for receiving and tracking insured patients' complaints of the quality of services provided at health facilities will be useful in infusing standards checks with service providers ensuring high standards of care delivery. The system should be able to support the national health insurance authority (NHIA) to institute proper disciplinary measures to poorly rated providers who offer services under the NHIS. A committed and strategic purchasing policy that provides a clear pathway for ensuring allocative efficiency of NHIA funding needs should be formulated and implemented. Our study has some limitations. DHS data collected in 2014 is applied. Our analysis was based on secondary data from DHS, and not all potential variables that could have been of interest were available. Although we established educational attainment as significant predictor to care quality,

the inclusion of other contextual socio-demographic variables such as decision making on care seeking, male partners' support, and control among others may potentially influence the outcome. In addition, our study population included only women of reproductive age and as such our findings may not be applicable to other population groups receiving care under the NHIS.

Conclusion

The quality of health services influences OOP payment levels among insured women under the NHIS in Ghana. Factors including educational status and literacy level predict high care quality among insured women in Ghana. To address health needs of both insured and uninsured population, health system structures must be adequately aligned with policies on quality improvements in the medium to long term. NHIS managers and policy stakeholders need to assess novel ways of bridging inequity issues among poorly insured groups. A more supportive health insurance system approach that shifts towards introducing value-based care models for patients, insurers, and health care providers could be supportive in improving quality standards. There is a need for further policy discourse and research on best practices on how value-based health financing models could be integrated into Ghana's health insurance scheme. Such policy shift has potential to improve efficiency and be a critical component of long-term strategies for driving a health for all agenda in Ghana.

Competing Interests

The authors have no competing interests to declare.

Author Contribution

MAA conceived and drafted the manuscript. ROA and AL read through the draft manuscript and provided technical inputs. All technical inputs provided were discussed and agreed by all authors. All authors read and approved the manuscript for submission.

References

1. **Srivastava A, Avan BI, Rajbangshi P and Bhattacharyya S.** Determinants of women's satisfaction with maternal health care: A review of literature from developing countries. *BMC Pregnancy and Childbirth.* 2015; 15(1): 97. DOI: <https://doi.org/10.1186/s12884-015-0525-0>
2. **Andaleeb SS.** Service quality perceptions and patient satisfaction: A study of hospitals in a developing country. *Social Science & Medicine.* 2001; 52(9): 1359–1370. DOI: [https://doi.org/10.1016/S0277-9536\(00\)00235-5](https://doi.org/10.1016/S0277-9536(00)00235-5)
3. **Senarath U, Fernando DN and Rodrigo I.** Factors determining client satisfaction with hospital-based perinatal care in Sri Lanka. *Trop Med Int Health.* 2006; 11.
4. **Herbert CP.** Changing the culture: Interprofessional education for collaborative patient-centred practice in Canada. *Journal of Interprofessional Care.* 2005; 19(sup 1): 1–4.
5. **Stewart AL and Ware JE.** Measuring Functioning and Well-being: The Medical Outcomes Study Approach. Duke University Press; 1992.
6. **Ayanore MA.** Unmet Reproductive Health Care Needs among Rural Ghanaian Women. Maastricht: Maastricht University; 2017.
7. **Levesque J-F, Harris MF and Russell G.** Patient-centred access to health care: Conceptualising access at the interface of health systems and populations. *International Journal for Equity in Health.* 2013; 12(1): 18. DOI: <https://doi.org/10.1186/1475-9276-12-18>
8. **Moore L, Britten N, Lydahl D, Naldemirci Ö, Elam M and Wolf A.** Barriers and facilitators to the implementation of person-centred care in different healthcare contexts. *Scandinavian Journal of Caring Sciences;* 2016.
9. **Atinga RA, Bawole JN and Nang-Beifubah A.** 'Some patients are more equal than others': Patient-centred care differential in two-tier inpatient ward hospitals in Ghana. *Patient Educ Couns.* 2016; 99(3): 370–377. DOI: <https://doi.org/10.1016/j.pec.2015.09.008>
10. **GHS.** Quality Assurance Strategic Plan for Ghana Health Service 2007–2011. Institutional Care Division, GHS; 2007.
11. **Zanten TVv.** Report on a Consultative Meeting held in St. Johns, Newfoundland, in May 1995, in Conjunction with the 12th ISQua World Congress. *International Journal for Quality in Health Care.* 1996; 8(1): 89–91.
12. **Atinga RA, Abekah-Nkrumah G and Domfeh KA.** Managing healthcare quality in Ghana: A necessity of patient satisfaction. *International Journal of Health Care Quality Assurance.* 2011; 24(7): 548–563. DOI: <https://doi.org/10.1108/09526861111160580>
13. **Peprah AA.** Determinants of patients' satisfaction at Sunyani Regional Hospital. *Ghana.* 2014; 4(1):13.
14. **Fenny AP, Enemark U, Asante FA and Hansen KS.** Patient satisfaction with primary health care – A comparison between the insured and non-insured under the National Health Insurance Policy in Ghana. *Global Journal of Health Science.* 2014; 6(4): 9–21. DOI: <https://doi.org/10.5539/gjhs.v6n4p9>
15. **Abuosi AA and Atinga RA.** Service quality in health-care institutions: Establishing the gaps for policy action. *International Journal of Health Care Quality Assurance.* 2013; 26(5): 481–492. DOI: <https://doi.org/10.1108/IJHCQA-12-2011-0077>
16. **Abuosi AA, Domfeh KA, Abor JY and Nketiah-Amponsah E.** Health insurance and quality of care: Comparing perceptions of quality between insured and uninsured patients in Ghana's hospitals. *International Journal for Equity in Health.* 2016; 15(1): 76. DOI: <https://doi.org/10.1186/s12939-016-0365-1>
17. **Ahenkan A and Aduo-Adjei K.** Predictors of patient satisfaction with quality of healthcare in university hospitals in Ghana. *Hospital Practices and Research.* 2017; 2(1): 19–14. DOI: <https://doi.org/10.15171/hpr.2017.03>

18. **Alhassan RK, Duku SO, Janssens W**, et al. Comparison of perceived and technical healthcare quality in primary health facilities: Implications for a sustainable national health insurance scheme in Ghana. *PLoS One*. 2015; 10(10): e0140109.
19. **Singh K, Osei-Akoto I, Otchere F**, et al. Ghana's national health insurance scheme and maternal and child health: A mixed methods study. *BMC Health Services Research*. 2015; 15(1): 108. DOI: <https://doi.org/10.1186/s12913-015-0762-y>
20. **Wang W, Temsah G and Mallick L**. The impact of health insurance on maternal health care utilization: Evidence from Ghana, Indonesia and Rwanda. *Health Policy and Planning*. 2016; DOI: <https://doi.org/10.1093/heapol/czw135>
21. **Bosomprah S, Ragno PL, Gros C and Banskota H**. Health insurance and maternal, newborn services utilisation and under-five mortality. *Archives of Public Health*. 2015; 73: 51. DOI: <https://doi.org/10.1186/s13690-015-0101-0>
22. **Ayanore MA, Pavlova M and Groot W**. Focused maternity care in Ghana: Results of a cluster analysis. *BMC Health Services Research*. 2016; 16(1): 395. DOI: <https://doi.org/10.1186/s12913-016-1654-5>
23. **Browne JL, Kayode GA, Arhinful D, Fidder SAJ, Grobbee DE and Klipstein-Grobusch K**. Health insurance determines antenatal, delivery and post-natal care utilisation: Evidence from the Ghana Demographic and Health Surveillance data. *BMJ Open*. 2016; 6(3).
24. **Zere Z, Kirigia J, Duale S and Akazili J**. Inequities in maternal and child health outcomes and interventions in Ghana. *BMC Public Health*. 2012; 12.
25. **Dixon J, Tenkorang EY, Luginaah IN, Kuuire VZ and Boateng GO**. National health insurance scheme enrolment and antenatal care among women in Ghana: Is there any relationship? *Tropical Medicine & International Health*. 2014; 19(1): 98–106. DOI: <https://doi.org/10.1111/tmi.12223>
26. **Odeyemi I and Nixon J**. Assessing equity in health care through the national health insurance schemes of Nigeria and Ghana: A review-based comparative analysis. *International Journal for Equity in Health*. 2013; 12(1): 9. DOI: <https://doi.org/10.1186/1475-9276-12-9>
27. **Bral D, Aderibigbe SA, Wit FW**, et al. The effect of health insurance and health facility-upgrades on hospital deliveries in rural Nigeria: A controlled interrupted time-series study. *Health Policy and Planning*. 2017; DOI: <https://doi.org/10.1093/heapol/czx034>
28. **Ayanore MA**. Unmet reproductive health care needs among rural Ghanaian women. Doctorial Thesis, Maastricht, Netherlands: Maastricht University; 2017.
29. **Okonofua F, Ogu R, Agholor K**, et al. Qualitative assessment of women's satisfaction with maternal health care in referral hospitals in Nigeria. *Reproductive Health*. 2017; 14(1): 44. DOI: <https://doi.org/10.1186/s12978-017-0305-6>
30. **Ameyaw EK, Kofinti RE and Appiah F**. National health insurance subscription and maternal health-care utilisation across mothers' wealth status in Ghana. *Health Economics Review*. 2017; 7(1): 16. DOI: <https://doi.org/10.1186/s13561-017-0152-8>
31. **O'Donnell O**. Access to health care in developing countries: breaking down demand side barriers. *Cadernos de Saúde Pública*. 2007; 23(12): 2820–2834. DOI: <https://doi.org/10.1590/S0102-311X2007001200003>
32. **Buor D**. Determinants of utilisation of health services by women in rural and urban areas in Ghana. *GeoJournal*. 2005; 61(1): 89–102. DOI: <https://doi.org/10.1007/s10708-005-1929-6>
33. **Dalinjong P and Laar A**. The national health insurance scheme: Perceptions and experiences of health care providers and clients in two districts of Ghana. *Heal Econ Rev*; 2012.
34. **Akazili J, Garshong B, Aikins M, Gyapong J and McIntyre D**. Progressivity of health care financing and incidence of service benefits in Ghana. *Health Policy and Planning*. 2012; 27(sup 1): i13–i22.
35. **Dixon J, Tenkorang EY and Luginaah I**. Ghana's National Health Insurance Scheme: A national level investigation of members' perceptions of service provision. *BMC International Health and Human Rights*. 2013; 13(1): 35. DOI: <https://doi.org/10.1186/1472-698X-13-35>
36. **GSS, GHS and Int I**. Ghana Demographic and Health Survey 2014. Ghana Statistical Service, Ghana Health Service, and ICF International; 2015.
37. **Verma J**. Cluster Analysis: For Segmenting the Population. In: *Data Analysis in Management with SPSS Software*. Springer; 2013: 317–358. DOI: https://doi.org/10.1007/978-81-322-0786-3_10
38. **Hibbard JH, Greene J, Sofaer S, Firminger K and Hirsh J**. An experiment shows that a well-designed report on costs and quality can help consumers choose high-value health care. *Health Affairs*. 2012; 31(3): 560–568. DOI: <https://doi.org/10.1377/hlthaff.2011.1168>
39. **Aldana JM, Piechulek H and Al-Sabir A**. Client satisfaction and quality of health care in rural Bangladesh. *Bull World Health Organ*. 2001; 79.
40. **Lewis M**. Informal payments and the financing of health care in developing and transition countries. *Health Affairs*. 2007; 26(4): 984–997. DOI: <https://doi.org/10.1377/hlthaff.26.4.984>
41. **Damme W**. Out-of-pocket health expenditure and debt in poor households: Evidence from Cambodia. *Trop Med Int Health*. 2004; 9. DOI: <https://doi.org/10.1046/j.1365-3156.2003.01194.x>
42. **Aryeetey GC, Jehu-Appiah C, Spaan E, Agyepong I and Baltussen R**. Costs, equity, efficiency and feasibility of identifying the poor in Ghana's National Health Insurance Scheme: Empirical analysis of various strategies. *Trop Med Int Health*. 2012; 17. DOI: <https://doi.org/10.1111/j.1365-3156.2011.02886.x>

43. **Dong H, De Allegri M, Gnawali D, Souares A and Sauerborn R.** Drop-out analysis of community-based health insurance membership at Nouna, Burkina Faso. *Health Policy*. 2009; 92. DOI: <https://doi.org/10.1016/j.healthpol.2009.03.013>
44. **Parkhurst JO, Penn-Kekana L, Blaauw D,** et al. Health systems factors influencing maternal health services: A four-country comparison. *Health Policy*. 2005; 73(2): 127–138. DOI: <https://doi.org/10.1016/j.healthpol.2004.11.001>
45. **WHO.** Addressing the Challenges of Women's Health in Africa. Brazzaville: WHO Regional Office for Africa; 2012.
46. **Adoliba A, Ayanore MA and Kampim A.** Organizing to meet critical needs for maternity care in developing countries: A social and health system diagnosis. *Med Res Chron*. 2016; 3(2): 232–239.
47. **Ayanore MA, Kuganab-lem R and Aryee PA.** Beyond our labour pains: Women experiences of informal payments and delivery room conditions at birth in the Bongo district of Ghana. *International Journal of Community Medicine and Public Health*. 2016; 3(7): 1695–1706. DOI: <https://doi.org/10.18203/2394-6040.ijcmph20162031>
48. **Say L and Raine R.** A systematic review of inequalities in the use of maternal health care in developing countries: Examining the scale of the problem and the importance of context. *Bulletin of the World Health Organization*. 2007; 85(10): 812–819. DOI: <https://doi.org/10.2471/BLT.06.035659>
49. **Ayanore MA, Pavlova M, Biesma R and Groot W.** Stakeholders' views on maternity care shortcomings in rural Ghana: An ethnographic study among women, providers, public, and quasiprivate policy sector actors. *The International Journal of Health Planning and Management*; 2017.
50. **Baker DW, Parker RM, Williams MV, Clark WS and Nurss J.** The relationship of patient reading ability to self-reported health and use of health services. *American Journal of Public Health*. 1997; 87(6): 1027–1030. DOI: <https://doi.org/10.2105/AJPH.87.6.1027>
51. **DeWalt DA, Berkman ND, Sheridan S, Lohr KN and Pignone MP.** Literacy and health outcomes. *Journal of General Internal Medicine*. 2004; 19(12): 1228–1239. DOI: <https://doi.org/10.1111/j.1525-1497.2004.40153.x>
52. **McTavish S, Moore S, Harper S and Lynch J.** National female literacy, individual socio-economic status, and maternal health care use in sub-Saharan Africa. *Social Science & Medicine*. 2010; 71(11): 1958–1963. DOI: <https://doi.org/10.1016/j.socscimed.2010.09.007>
53. **Macinko JA, Shi L, Starfield B, John T and Wulu J.** Income inequality and health: A critical review of the literature. *Medical Care Research and Review*. 2003; 60(4): 407–452. DOI: <https://doi.org/10.1177/1077558703257169>
54. **Budhathoki SS, Pokharel PK, Good S, Limbu S, Bhattachan M and Osborne RH.** The potential of health literacy to address the health related UN sustainable development goal 3 (SDG3) in Nepal: A rapid review. *BMC Health Services Research*. 2017; 17(1): 237. DOI: <https://doi.org/10.1186/s12913-017-2183-6>
55. **Simkhada B, Teijlingen ER, Porter M and Simkhada P.** Major problems and key issues in Maternal Health in Nepal. *Kathmandu Univ Med J*. 2006; 4.
56. **Shrestha A, Singh SB, Maskey R, Khanal VK, Bhattarai S and Pokharel PK.** Health literacy and its association with knowledge of chronic diseases in Eastern Nepal. In: *Institute for Healthcare Advancement's 15th Annual Health Literacy Conference*. California: Institute for Healthcare Advancement; 2016.
57. **Cleland JG and Van Ginneken JK.** Maternal education and child survival in developing countries: the search for pathways of influence. *Social Science & Medicine*. 1988; 27(12): 1357–1368. DOI: [https://doi.org/10.1016/0277-9536\(88\)90201-8](https://doi.org/10.1016/0277-9536(88)90201-8)
58. **Grosse RN and Auffrey C.** Literacy and health status in developing countries. *Annual Review of Public Health*. 1989; 10(1): 281–297. DOI: <https://doi.org/10.1146/annurev.pu.10.050189.001433>
59. **Berkman ND, Sheridan SL, Donahue KE, Halpern DJ and Crotty K.** Low health literacy and health outcomes: An updated systematic review. *Annals of Internal Medicine*. 2011; 155(2): 97–107. DOI: <https://doi.org/10.7326/0003-4819-155-2-201107190-00005>

How to cite this article: Ayanore MA, Ofori-Asenso R and Laar A. Predictors of Health Care Service Quality among Women Insured Under Ghana's National Health Insurance Scheme. *Annals of Global Health*. 2018; 84(4), pp. 640–649. DOI: <https://doi.org/10.29024/aogh.2371>

Published: 05 November 2018

Copyright: © 2018 The Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC-BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited. See <http://creativecommons.org/licenses/by/4.0/>.

