

**Corporate Performance (CP) and Satisfaction in
Public Health Service Organizations (PHSO) in
Eastern Province of Sri Lanka:
A Use of Balanced Score Card (BSC)**

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Abstract

Employee satisfaction is achieved by fulfillment of respective needs in public health service organizations. When public health service organizations perform better they satisfy hospital employee who in turn satisfy hospital patients.

Objectives of this research are to determine factors affecting public health service organizations' performance; to find out factors influencing employee satisfaction; to know the factors determining patient satisfaction; to establish a conceptual model to know the conceptual relationship between performance factors & satisfaction factors and to operationalise conceptual model. This research is designed in two stages. First stage is known as exploratory research design. Next stage is conclusive research design. Researcher collected 134 sample articles in corporate performance, employee satisfaction and patient satisfaction.

Analysis concluded that factors for corporate performance in public health service organizations are related to patient, key service line, learning & growth and resource factors. Factors for employee satisfaction are related to environment, psychology, structure and personal/ demography. Factors for patient satisfaction are related to core service, human element, non- human element, servicescapes and personal/ demography. Based on these factors, a conceptual model has been created to know the conceptual relationship between performance factors & satisfaction factors. A hypothetical relationship has been established between

corporate performance in public health service organizations, employee satisfaction and customer/ patient satisfaction.