



The image of Polish gynecologists

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BACKGROUND

The image of a gynecologist is a topic that raises a lot of emotions and controversy. Communication concerning the needs and problems of the female body requires sensitivity and delicacy. The image of a gynecologist should create the most favorable picture against the competition and build positive relations with the environment.

Effective communication between the doctor and the patient translates into her well-being. Doctors influence their patients by showing them understanding, sensitivity or acceptance. Currently, patients most often express their opinion about gynecologists in the Internet.



AIM

The aim of the study was to assess the image of gynecologists in Poland

MATERIAL ...

The survey was conducted in March 2021 with the use of the CAWI method. The original questionnaire was made available on social media. A total of 880 women participated in the survey. Various statistical measures were used in the statistical analysis.

RESULTS

... And METHODS

The largest group of respondents were women aged 18-26 -59.2% (521) Most women lived in a city with over 100,000. inhabitants - 46.1% (406)

The vast majority of the surveyed women have already had their first gynecological visit - 94.7% - (833)
The mean age of the women at the first gynecological visit was 17.

The most important reasons for the first gynecological visit were the control visit (36.5% - 304 responses), the need for hormonal contraception (23.9% - 199 responses) and menstrual disorders (15.4% - 128 responses).

The most common reasons why women choose NFZ are: the lack of fees for the visit 61% (249), the location 14% (57) and trust in doctors 8.3% (34)
The most common reasons why women choose private visits are quick appointments 35.1% (149), trust in doctors 28.9% (123) and a high level of patient service 18.8% (80)

Before making a decision about a private visit to a gynecologist, most often women read opinions on the Internet 84.33% (705), seek opinions about specialists on Znanylekarz.pl 80.67% (676) and assess the prestige of specialists from the website of the facility 73.19% (617).

For women, the professionalism of a gynecologist is most often: knowledge 93.4% (778), cultural treatment of the patient during the visit 87.2% (633), high level of services 72.3% (602) and delicacy 71.5% (596). Age and the distinctive language are of the least importance.

Women asked which gynecologist's gender they prefer, answered that they do not care about it - 42.6% (355), 30.5% (254) choose a woman and 26.9% (224) choose a man.

89.3% (744) of women believe that the image and opinions about a gynecologist on the Internet have a high impact on the choice of a given specialist for a gynecological visit.

Women asked why they follow gynecologists' activities on the Internet, the majority of 76.8% (189) replied that due to the possibility of gaining knowledge, the second reason was the possibility of obtaining new information in the field of medicine 59.8% (147), the third reason is interesting social media profile 46.7% (115)

FINDINGS

1. Women most often read opinions on the Internet about the facility before making a decision about a private visit to a gynecologist.
2. During a gynecological visit, women pay particular attention to the soft skills of the doctor.
3. Interpersonal skills for patients are more important than the appearance of a doctor's office.