**SCIENTIFIC RESEARCH METHODS IA PART B**

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**Topic:** A healthcare provider wants to assess patient satisfaction with telehealth services offered during the COVID-19 pandemic. Describe the appropriate sampling method and data collection approach the provider should use to gather feedback from a representative sample of patients effectively.

**Sampling Method**

In the scenario above, it is important for the healthcare provider to reduce selection bias in order to ensure a more realistic, accurate, and balanced result that will help them improve their services. Therefore, a probability sampling method will be suitable here because it will provide an equal chance or probability to all patients to be selected and is more representative of the entire group of patients. So, they can proceed by using a simple random sampling.

Let’s say, for example, they had a total of 1000 patients during the COVID-19 pandemic. They will assign a number to every patient in the database from 1 to 1000 and use a random number generator to select 100 numbers, and this will constitute the sample for the research.

**Data Collection Approach**

For data collection, the healthcare provider can opt for surveys and questionnaires, which are suitable when it comes to gathering data about attitudes, behaviors, and beliefs.

- Develop a structured survey questionnaire tailored to assess various aspects of telehealth service satisfaction, such as ease of access, quality of communication with healthcare providers, effectiveness of treatment, technical issues encountered, and overall satisfaction level. Some question types that can be included are open-ended questions, rating or Likert scale questions, and semantic differential scale.

- Utilize an online survey platform to distribute the questionnaire and employ multiple communication channels. This allows for easy access by patients and timely data collection. It maximizes reach and ensures that a diverse and large group of patients has the opportunity to provide feedback.