

**SWOT ANALYSIS TOWARDS THE READINESS OF BEING
HEALTH-PROMOTING HOSPITAL OF PHNAS NIKHOM
HOSPITAL**



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for the Degree of Master of Public Health in Health Systems Development**

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Even though the medical science and technology are far advanced today, there were still many patients inflicted with preventable injury and disease at hospital, which does not meet the "well-being" of people – newly defined by WHO, the World Health Organization, whenever referring to the word "Health". "Health" in this day is not limited to a healthy body only. It's extended to cover the area of physical, mental, as well as social and spiritual welfare.

Generally, hospitals can be considered as social epicenters where there are a lot of people – both hospital staff and patients, as well as the supporters, working and visiting each day. Instead of focusing on medical healing, would it not be better if the hospital could make these people capable of keeping all these preventable ailments at bay before hand, which is compatible with the meaning of "well being". By return, a lot of cheerfulness would occur on both parties – hospital and folk – as well the medical cost, time could be saved by less spending, which could be boon to the country's economy and become human resource-sustainable development for Thai citizens as a whole.

This study was a study of SWOT analysis towards the readiness of the Phnas Nikhom hospital in being the health-promoting hospital (HPH), which stresses on the direction of preventive rather than curative measurement. Participating in the HPH- program is easier said than done as there is no HPH-pattern to follow. In fact, it is contradictory to reality. "Right now there is yet HPH-model, it's fluid and still under process now," said Boonyong Keiwkarnka.

It's quite a unique story, any self-proclaimed HPH-being may not be regarded as such a certain model for another, and vice versa. It is an individual matter for any hospital to participate in the HPH-running as it needs to develop its own pattern by producing from its existing resource, material, culture and environment contents available in its premises. The level of understanding and cooperation from both the state and private agencies, as well as the folk in the constituent area are instrumental factors to success, which should not be overlooked.

As there is no existing HPH standard pattern, should it be smarter for the hospital to evaluate its current HPH-being situation prior to implementation. Where later it could be well prepared by awarding itself with some HPH-entering strategies, and till then it could strategically enter at ease.

With the courtesy of the Public Health Department, the 7-HPH-indicator – collected by the 24-HPH-pilot hospitals – was the only credible available flagship used, as the clue, for following the trail to the current HPH-being in this study analysis.

All of the aforementioned reasons inspired the bilateral parties – Phnas Nikhom hospital and the project researcher – to decide to cooperatively study and analyze if Phnas Nikhom hospital was currently HPH-readiness being yet, if not some HPH-running strategic recommendations would be advised prior to HPH-entering.

This study was designed for 6-month-analysis to be implemented at the Phnas Nikhom hospital. The study included five parts:

- Part one: Set-up HPH-working committee and the HPH-analysis meaning
- Part two: Development of Research Instrument (Identification of Critical Environmental Factors)
- Part three: HPH-indicator Analysis
- Part four: Current HPH-being Analysis at Phnas Nikhom Hospital
- Part five: HPH-entering recommendation by TOWS Matrix Analysis.

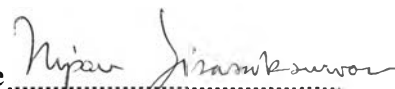
The results of this SWOT Analysis show that the activity's cluster was affected by the strength-cum-opportunity, as well as strength and opportunity's only, which were considered as supporting factors to Phnas Nikhom Hospital, were 42.10%, 10.52% and 5.26% respectively, totally combined to 57.88%, which was the major occupied regional area compared to the other three. The activity's cluster affected by the strength-cum-threat, the weakness-cum-opportunity and the weakness-cum-threat were 15.80%, 15.80% and 0%. The rest 10.52% of the activity's cluster was neutral – equally affected by both strength and weakness as internal factors, as well as opportunity and threat as external factors. As the major area of the activity's cluster affected by the strength-cum-opportunity was 57.88%, this might be accepted that the Phnas Nikhom Hospital is ready to be a Health Promoting Hospital.

In addition, some hospital-staff, as the HPH- working committee had been involved in this project development, implementation and evaluation– and by the way they could learn, aware and gain all the analyzed process, problems, solutions and results together with the project researcher throughout the study. These experiences and knowledge they had gained through their involvement and cooperation in this study, would help them succeed in their further studies for more details, should they wish to do so and embarking on their own, after the project researcher has finished his assignment and left the hospital.

The researcher had put up at the end of this paper, a set of recommendations which would be useful for the Phnas Nikhom Hospital for further more detailed studies, and also for other hospitals which may wish to embark on the process to become Health Promoting Hospitals.

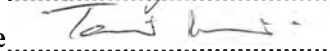
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Nipon Jirasaksuwon

TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	xiii
CHAPTER 1 INTRODUCTION.....	1
CHAPTER 2 PROJECT DESCRIPTION.....	5
2.1 Rationale.....	5
2.2 Goal and Objectives.....	6
2.3 Conceptual Framework.....	7
2.4 Study Design, Methods, and Approaches.....	8
2.5 Activity Plan with Timetable.....	37
2.6 Definition of Term.....	39
2.7 Proposed Budget.....	43
2.8 Expected Outcomes.....	44
2.9 Potential Problems and Conflicts During the Project	
Implementation as well as the Problem Solving Strategies.....	44

CHAPTER 3 PROJECT EVALUATION.....	46
3.1 Introduction.....	46
3.2 Purpose.....	47
3.3 Evaluation Questions.....	47
3.4 Evaluation Design.....	48
3.5 Data Collection Method.....	49
3.6 Findings.....	52
3.7 Summary.....	132
CHAPTER 4 DISCUSSION AND CONCLUSION.....	137
CHAPTER 5 RECOMMENDATIONS.....	147
REFERENCES.....	149
APPENDICES:.....	151
Appendix 1: Internal Factor and External Factor.....	152
Appendix 2: Nine Questions for General Data. and Twenty Two Questions for HPH-Knowledge.....	165
Appendix 3: 24-HPH-Pilot's List.....	176
Appendix 4: The List of 7 HPH-Indicators.....	177
CURRICULUM VITAE.....	192

LIST OF TABLES

	Page
Table 2.1: Key informant-staff opinion if the internal factors play any role over their oversee activity.....	26
Table 2.2: Key informant-staff opinion if the external factors play any role over their oversee activity.....	27
Table 2.3: Leveraged weight-affecting internal factors.....	28
Table 2.4: Leveraged weight-affecting external factors.....	28
Table 2.5: Internal factor leveraged analysis.....	29
Table 2.6: External factor leveraged analysis.....	30
Table 2.7: Prioritization of preliminary HPH-being strength.....	34
Table 2.8: Prioritization of preliminary HPH-being weakness.....	34
Table 2.9: Prioritization of preliminary HPH-being opportunity.....	34
Table 2.10: Prioritization of preliminary HPH-being threat.....	35
Table 2.11: TOWS Matrix Analysis for strategic recommendations.....	36
Table 2.12: Activity Plan.....	37
Table 2.13: Proposed Budget Expenditure.....	43
Table 2.14: Potential Problems, Conflicts and Possible Means of Resolution.....	44
Table 3.1: The estimated hospital-budget of the year 2002.....	67
Table 3.2: Patient's vocation-ratio, admitted during January 1 to December 31, 2001 (Phnas Nikhom hospital's registration department).....	69
Table 3.3: SWOT Analysis's result on the internal factors towards Phnas Nikhom Hospital.....	72

Table 3.4: SWOT Analysis's result on the external factors towards Phnas Nikhom Hospital.....	73
Table 3.5: SWOT Analysis's result on the internal factors towards the hospital's activity of "Disease Surveillance at Constituent Area".....	74
Table 3.6: SWOT Analysis's result on the external factors towards the hospital's activity of "Disease Surveillance at Constituent Area".....	75
Table 3.7: SWOT Analysis's result on the internal factors towards the hospital's activity of "Human Resource Development".....	76
Table 3.8: SWOT Analysis's result on the external factors towards the hospital's activity of "Human Resource Development".....	78
Table 3.9: SWOT Analysis's result on the internal factors towards the hospital's activity of "Actually screen for the certain problem through client and community's feedback".....	79
Table 3.10: SWOT Analysis's result on the external factors towards the hospital's activity of "Actually screen for the certain problem through client and community's feedback".....	81
Table 3.11: SWOT Analysis's result on the internal factors towards the hospital's activity of "Inserting health-promoting and disease- preventing knowledge and activity during patient staying at hospital".....	82
Table 3.12: SWOT Analysis's result on the external factors towards the hospital's activity of "Inserting health-promoting and disease- preventing knowledge and activity during patient staying at hospital".....	83
Table 3.13: SWOT Analysis's result on the internal factors towards the hospital's activity of "Existence of actually spending in budget-plan".....	84

Table 3.14: SWOT Analysis's result on the external factors towards the hospital's activity of "Existence of actually spending in budget-plan"	85
Table 3.15: SWOT Analysis's result on the internal factors towards the hospital's activity of "Mum-and-Child-Relationship's Hospital"	86
Table 3.16: SWOT Analysis's result on the external factors towards the hospital's activity of "Mum-and-Child-Relationship's Hospital"	87
Table 3.17: SWOT Analysis's result on the internal factors towards the hospital's activity of "LAN system being laid at the hospital"	88
Table 3.18: SWOT Analysis's result on the external factors towards the hospital's activity of "LAN system being laid at the hospital"	89
Table 3.19: SWOT Analysis's result on the internal factors towards the hospital's activity of "5s: Sort, Systemization, Sweep, Sustain, Self-discipline" ..	90
Table 3.20: SWOT Analysis's result on the external factors towards the hospital's activity of "5s: Sort, Systemization, Sweep, Sustain, Self-discipline" ..	91
Table 3.21: SWOT Analysis's result on the internal factors towards the hospital's activity of "EBS: Excellent Behavior Service"	92
Table 3.22: SWOT Analysis's result on the external factors towards the hospital's activity of "EBS: Excellent Behavior Service"	93
Table 3.23: SWOT Analysis's result on the internal factors towards the hospital's activity of "Organize the health promotion-provoking environment " ..	94
Table 3.24: SWOT Analysis's result on the external factors towards the hospital's activity of "Organize the health promotion-provoking environment" ...	95
Table 3.25: SWOT Analysis's result on the internal factors towards the hospital's activity of "Promoting Exercise and Whole-grain eating"	96

Table 3.26: SWOT Analysis's result on the external factors towards the hospital's activity of "Promoting Exercise and Whole-grain eating".....	97
Table 3.27: SWOT Analysis's result on the internal factors towards the hospital's activity of "Creating the Mentally Cheerful Talk at Working Site".....	98
Table 3.28: SWOT Analysis's result on the external factors towards the hospital's activity of "Creating the Mentally Cheerful Talk at Working Site.....	99
Table 3.29: SWOT Analysis's result on the internal factors towards the hospital's activity of "Golden-Kid Clinic performance".....	100
Table 3.30: SWOT Analysis's result on the external factors towards the hospital's activity of "Golden-Kid Clinic performance".....	101
Table 3.31: SWOT Analysis's result on the internal factors towards the hospital's activity of "Cholera Disease Surveillance".....	102
Table 3.32: SWOT Analysis's result on the external factors towards the hospital's activity of "Cholera Disease Surveillance".....	103
Table 3.33: SWOT Analysis's result on the internal factors towards the hospital's activity of "Elderly and Diabetic Clinic's performance.....	104
Table 3.34: SWOT Analysis's result on the external factors towards the hospital's activity of "Elderly and Diabetic Clinic's performance".....	105
Table 3.35: SWOT Analysis's result on the internal factors towards the hospital's activity of "Psychiatric consultation".....	106
Table 3.36: SWOT Analysis's result on the external factors towards the hospital's activity of "Psychiatric consultation".....	107
Table 3.37: SWOT Analysis's result on the internal factors towards the hospital's activity of "Publicize the health-promoting information".....	108

Table 3.38: SWOT Analysis’s result on the external factors towards the hospital’s activity of “Publicize the health-promoting information”	109
Table 3.39: SWOT Analysis’s result on the internal factors towards the hospital’s activity of “The Consistent Health-Care Function for Mother and Child”	110
Table 3.40: SWOT Analysis’s result on the external factors towards the hospital’s activity of “The Consistent Health-Care Function for Mother and Child”	111
Table 3.41: SWOT Analysis’s result on the internal factors towards the hospital’s activity of “Demonstration an Aerobic-Dancing Exercise at the requested community”	112
Table 3.42: SWOT Analysis’s result on the external factors towards the hospital’s activity of “Demonstration an Aerobic-Dancing Exercise at the requested community”	113
Table 3.43: Current hospital’s activity analysis’s result	114
Table 3.44: Percentage-playing role of internal factors	117
Table 3.45: Percentage-playing role of external factors	117
Table 3.46: HPH-being strength-factors in prioritization	118
Table 3.47: HPH-being weakness-factors in prioritization	118
Table 3.48: HPH-being opportunity-factors in prioritization	118
Table 3.49: HPH-being threat-factors in prioritization	119
Table 3.50: TOWS Matrix table identifying of strategic recommendations- From researcher perspective	120
Table 3.51: HPH-analyzed strength-factors in prioritization	126

Table 3.52: HPH-analyzed weakness-factors in prioritization.....	126
Table 3.53: HPH-analyzed opportunity-factors in prioritization.....	127
Table 3.54: HPH-analyzed threat-factors in prioritization.....	127
Table 4:1: HPH-being strength in prioritization.....	138
Table 4:2: HPH-being weakness in prioritization.....	139
Table 4:3: HPH-being opportunity in prioritization.....	139
Table 4:4: HPH-being threat in prioritization.....	139

LIST OF FUGURES

	Page
Figure 2.1: Conceptual Framework	8
Figure 2.2: Overview of Study Design, Methods, and Approaches	9
Figure 2.3: Graph-plotting Analysis (Boston Consulting Group (BCG) Tool).....	33
Figure 3.1: Chart shows the evaluation design of this project	48
Figure 3.2: Graph-plotting Analysis of current HPH-being situation at Phnas Nikhom hospital (Boston Consulting Group (BCG) Tool).....	115
Figure 4.1: The graph shows the occupied activity's clutters	142