

CHAPTER 1

INTRODUCTION

The health services provided by Chulalongkorn Hospital were not sufficient due to several reasons. The MoPH, Thailand realized this problem and set the policy with guideline for the hospital to operate the OHC. Several reasons have been given to the management of Chulalongkorn Hospital. The next paragraph will describe the reason for OHC at Chulalongkorn Hospital.

The OHC at Chulalongkorn Hospital will allow patients to have access to medical consultation after their office hours. For most people, this facility is very important to them as they have no time to seek for medical consultation during office hours. Secondly, due to competitiveness of the market in this sector, Chulalongkorn Hospital needs to improve its position in the market. The OHC might be a good strategy to push up the share in the market for Chulalongkorn Hospital. Thirdly, there is a need for Chulalongkorn Hospital to make an improvement in the area of “how the investment and equipment have been utilized.” Forthly, there is also a need to reduce or stop the brain drain to the private sector.

The OHC will operate as privatization focusing on middle and upper class patient whom can afford the treatment and consultation. This will bring the convenience to patient. Patient can now make an appointment at their own convenience.

Health care services of OHC, Chulalongkorn Hospital provides all of preventive, promotive, curative, and rehabilitative services for patient to have access to medical consultation after office hours by contributing substantially to the quality of life for people in Bangkok who face with the present problem such as socio-economic and environment problem.

OHC is a new program for public hospital, to serve like a privatization under the MoPH policy. MoPH sets the guideline for the off-hours clinic (OHC) in order to serve the customer satisfaction, people can get public health service with convenience and more availability.

Chulalongkorn Hospital was started its OHC in May, 1995, It was a new program which different from the office-hours in the way that patients have to pay for treatment and doctor fee. So, patient expect that they should gain more convenience, and be in a better environment such as less waiting time, politeness of staff, special doctor, doctor contribute more time to give advice and better caring. Now, patient gets better health knowledge than in the past. So they can seek for a better quality of life, not just a relief from the disease, but changing to a better life style. The reason that a patient goes to hospital is because of he/she feels and is aware of the illness.

Then he/she will need to find treatment. Patients have choices of where to go for treatment, such as private hospital, clinic, off-hours clinic at others public hospitals, or even off-hours clinic at the Chulalongkorn Hospital. The hospital, like many service industries, are facing the challenge of defining and measuring quality. One widely accepted measure of quality is customer satisfaction (Carey Raymond G. Seibert Jerry H., 1993). Satisfaction is important because it is positively correlated with adherence to prescribed therapeutic regimens. It may positively affect subsequent care-seeking behavior, and probably has some impact on the propensity to file a malpractice claim (Logefo James P.& Brook Robert H., 1994).

This study is illustrated as an impact evaluation which is assumed that evaluation takes place after program planning and implementation of OHC, the Chulalongkorn Hospital. Reporting format that would be appropriate for hospital managers to use on an ongoing basis document for the effectiveness of quality improvement program services as perceived by their external patients to be useful for the health service managers in order to judge and plan for actions on the basis of program evaluation especially obstetric clinic in OHC, Chulalongkorn Hospital.

This action research study is presented in five different parts: (1) An essay on the issues evaluating health care program and services, (2) A proposal to do an action research to identify the patients' satisfaction towards health care services especially obstetric clinic in OHC, Chulalongkorn Hospital, (3) The data analysis of the pilot study which was conducted to test the instruments of the proposal, (4) In the

presentation, the overall view of the proposed study will be presented to the committee, (5) The bibliography of the reference material used in this study.