

CHAPTER I

1. Introduction

Quality is an important issue in health care because of various reasons. For the sake of individual patient it is important because it can change the health status and illness conditions significantly. The community also wants to improve the standard of quality of care according to current development of science and technology. The government also has much interest in the issue that can affect quality of care as third party payer in some countries but in some countries as a most responsible body for the sake of their people. The professionals play an imperative role in quality of care because they deliver the service.

In many countries health care is delivered through parallel channels: the public and private sectors. Although health care delivery in each of these channels may differ with respect to the extent of government control, management, and funding, the need for improved quality of service is common for both sectors. This portfolio thesis focused on the quality issue of performance of the private physicians who are the major providers in Myanmar.

Chapter two is an essay dealing with the issue and defining the problem. In the essay, the problem situation in quality of care with some evidences from developing countries will be stated and the causes and consequences will be considered. In addition, a model developed by Brugha and Zwi (1998) is used to guide the identification of possible measures that can improve the situation. Continuing education for private physicians was selected as a measure because of its

applicability, capability, affordability, and sustainability. The other measures are the enforcement of regulation on the management and financing of the health providers needing rigorous changes and large resources to implement.

Effectiveness of continuing education is also reviewed. Lessons learned from other studies indicate that the most effective design for continuing education is the multifaceted approach using practice-based learning, outreach visit and educational influential persons. Conferences and seminar without interactive approaches rarely give effective outcome.

Chapter three is the proposal for a program to introduce continuing education workshop that involve predisposing and reinforcing elements. It was intended to create recognition on the existence of problem in the management of diarrhea in children under five. Although there are a lot of problems in the management of the illness in terms of quality issue, the diarrhea problem was selected because of its high prevalence, and it can be easily identified for the study using observation as a fundamental tool. This program is proposed as a pilot study to produce results helpful for deciding wide scale application.

Chapter four is data exercise to test the instruments in field situation in order to modify the tools for data collection before the full-scale study. The instrument consists of (1) observation checklist (2) self-administered questionnaire. The development of observation checklist was based on WHO standard management guideline for diarrhea. Self-administered questionnaire is used to determine the attitude of private physicians regarding the management of childhood diarrhea

especially on rehydration therapy, use of drugs, dietary advice and counseling behaviors. The finding from data exercise will be used to design educational package.

Chapter five is the presentation slides. Chapter six is annotated bibliography in which key sources of information are listed.