



## CHAPTER I

### INTRODUCTION

80-90% of all kind disease: communicable or infectious; non-communicable and environmental hazards are human self-preventable and curable diseases (Prawase Vasi, 1981). However, unnecessary infectious, mal-nutrition and improper behavior-related diseases are still commonly nation-wide (Nantha Oomkul, 2000).

Disease prevention is logically less expensive than cure. It could be a constructive opportunity to preempt the diseases in an active way by immunizing these normal healthy people with health promotion and disease prevention tips before hand at hospital, because there are multiple arrivals of patients, relations and folks each day. In return the hospital could save a lot of curative cost, and should not be so crowded with many patients currently. Quality resources are already available: doctors; dentists; pharmacists; nurses and medically operating facilities at the hospital, becoming health-promotion hospital (HPH), it needs nothing to invest more. (Jiruth Srirattanaball, 2000).

On the basis of the 4 main daily activities – Health Promotion, Disease Prevention & Control, Curative medication and Rehabilitation – every hospital are partly said of HPH-being in general. But the curative function seemed to play a prominent role and eclipsed the others (Bovor Ngamsiriudom, Saipin Kusmith, 1999).

Health promotion activities have been included in hospital's service in Thailand. Most of the hospitals are primarily curative oriented. Hospitals are the center of medical treatment allocation of various types of resources where functioning basically passive services. The Ministry of Public Health has considered and shifted the hospital's service to a more integrated proactive approach of health promotion and prevention to a so-called Health Promoting Hospitals.

The HPH concept was implemented in 4 regions of Thailand. Questionnaires were distributed to identify hospitals willing to operate the HPH. 24 model hospitals were selected and the draft concept of master operational plans was initiated during the year 2000-2001.

Phanas Nikhom Hospital was a community hospital with a capacity of 120 beds. Since the 7<sup>th</sup> National Socio-economic plan was launched, the Phanas Nikhom Hospital was promoted to the General Hospital. There are currently 280 staff providing the health services mainly to the people in the Phanas Nikhom district and near by. The Phanas Nikhom Hospital also is a member of Social Security Scheme Hospital under an umbrella of the Chonburi Provincial Hospital. Competition is very high among the hospitals in this area as well as other hospitals near by. Being the main Social Security Scheme hospital will bring a lot more income and benefits to the hospital. In order to be at that point, the Phanas Nikhom Hospital has to achieve either the Hospital Accreditation or the HPH criteria.

After the past success in Health Promoting Program, the Ministry of Public Health wanted to expand the program to cover all types of hospitals. The Phanas Nikhom Hospital is one of the target hospitals. In the meantime, there are changes in the health policies and the most important is the 30 Baht Universal Scheme. In order to improve or push the services to reach the MoPH expectation/standard for the HPH, the Phanas Nikhom Hospital needs to know its readiness.

It is better for the Phanas Nikhom Hospital to evaluate its current HPH-being situation and HPH-being readiness prior jumping onto the HPH-bandwagon. Knowing its readiness, the Phanas Nikhom Hospital management and operation team should be able to learn and use its strength and favorable opportunity factors to override its negative factors, dormant weakness and the emerging threat, and even pre-emptively equip itself with some HPH entering strategies, which could help more easily when actually entering the HPH field.

SWOT analysis is a foolproof method with less time, money and human requirement. It is based on the analysis of the internal and external factors affecting the organization, which is considered not too complicated when applying the situation's analysis at any organization.

In fact, there might be many analysis methods available, but with time, money and human resources' constraints for 6-month implementation period, the SWOT analysis method was appropriate for this study.

With first-hand experience gained during the field-trip in course taking of "Situation Analysis of Organization", the project researcher had learned real practical experience in analysis with some real and dummy organizations, and found that this SWOT analysis method was efficient in use and returned reliable results in less time and money spending.