THE 30-BAHT SCHEME: UTILIZATION OF THE GOLD CARD AND THE PATIENT SATISFACTION AT THE CHULALONGKORN MEMORIAL HOSPITAL, BANGKOK

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ABSTRACT

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SONAM RINCHEN: THESIS TITLE: THE 30-BAHT SCHEME: UTILIZATION OF THE GOLD CARD AND PATIENT SATISFACTION AT THE CHULALONGKORN MEMORIAL HOSPITAL. THESIS ADVISOR: ASSISTANT PROFESSOR SATHIRAKORN PONGPANICH, Ph.D. 101 pp. ISBN 974-9599-06-3

A cross-sectional descriptive study was carried from 3rd-28th February 2003 at Chulalongkorn Memorial Hospital. The objectives of the study were to examine utilization of the Gold Card among the 30-Baht patients, to describe the attitude towards the 30-Baht Scheme and to determine satisfaction with hospital services under this scheme.

The study was hospital based with a sample of 213 subjects were purposively determined as subjects. Two comparative groups (both 30-baht patients) were considered - registered and self-referred groups. Trained interviewers used pre-tested questionnaires to collect data, which included demographic features, attitude, utilization and satisfaction variables. Descriptive statistics as well as Non-parametric test, Chi-Square test and correlation were used to explain relationships and significant difference between the variables of interest in the two groups.

Women respondents represented 72.7% of the sample. A quarter of respondents is aged above 60 years. Generally, education level is low (51% primary grade) and unemployment is high (32%). The literacy rate is low in the self-referred group, and 43% do not earn income at all, yet they can afford to pay for the services at Chulalongkorn Hospital. The self- referred group prefers this Hospital because of skilled doctors and trust and confidence in care. Nearly 85% of them are willing to register at this Hospital if given an opportunity. 52% of respondents used the Gold Card only in 2002, while 26% never used so far. Very few (15%) have used more than 6 times. The attitude of the respondents towards the 30-baht scheme was moderate (2.58), while both groups did not seem to agree with continuity of the scheme, though they felt privileged of using the Gold card. There was a significant difference in attitudes between the groups ($p<.001$). Satisfaction level was found high among the respondents (80.37%). Satisfaction in the care provided by doctors was accorded the highest rating in both the groups (>90%). And there was no significant difference in the satisfaction level between the registered and self-referred groups ($p>.05$), though there is difference in attitudes. Satisfaction had weak positive relation with attitude. A significant difference was determined between the gold card utilization and payment methods ($p<.001$).

Services of Chulalongkorn Hospital are regarded as highly satisfied by the 30-baht patients. In general, there seemed to be low utilization of the Gold Card among the registered group. Despite moderate attitudes towards the 30-Baht scheme, no variables seemed to deter the satisfaction level of all respondents. However, respondents were not happy with the waiting time. Nonetheless, high satisfaction level among the users reflects the efficiency and high quality care at the Chulalongkorn Memorial Hospital.

Academic Year: 2002 Student's signature.....

Field of Study: Health Systems Development Advisor's signature.....

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Table of Contents

Page

An Abstract III

Acknowledgement IV

List of Tables X

List of Figures.....XII

Chapter I Introduction

1. Background 1
2. Thai Situation: Health Care Reform 1
3. Health Status and Crisis 2
4. Health Expenditure 3
5. Health Insurance 4
6. Health Care Provisions 4
7. Health Coverage 5
8. The 30-Baht Scheme 6
9. Utilization and Satisfaction 7
10. Rationale of the Study 8
11. Purpose of the Study 8
12. Conceptual Framework 9
13. Research Questions 10
14. Research Objectives 11
15. Operational Definition 12

Chapter II Literature Review

1. Introduction 12
2. Health Care Financing Policy 13
3. Thai Health Care System 15
4. Thailand's Health System Reform 15
5. Health Insurance System and Related Problems 17
6. Chulalongkorn Memorial Hospital 18
7. Utilization 18
8. Some Models of Health Services Utilization 21

8.1. Rosenstock Model (1996) 21
8.2. Suchman Model (1966) 21
8.3. Anderson Model (1968) 21
8.4. Gross Model (1972) 22
8.5. Aday and Anderson Model (1974) 22
8.6. Utilization and Consumer Behaviour 22
8.7. Consumer Satisfaction and Utilization 22
8. Some Findings on Utilization Behavior 23
9. Reports on Universal Health Coverage 24
10. Summary Report of a 2 year Universal Coverage Policy 24
11. Satisfaction 25
12. Satisfaction Survey Report on the 30-Baht Scheme 27
13. Conclusion 28

Chapter III Research Methodology

1. Study Population 29
2. Study Site 29
3. Research Design 30
4. Rational of the Study Approach 30
5. Sampling 30
6. Sample Size 31
7. Data Collection 31
8. Data Collection Methods 32
8.1. Secondary Data 32
8.2. Questionnaire 32
8.3. Interview 32
8.4. Observation 33
9. Measurement method 33
10. Time Frame 34
11. Interviewer Training 34
12. Protection of Confidentiality 34
13. Study Ethics 34
14. Validity measurement instrument 34

15. Reliability 35
16. Statistical Analysis 35
17. Study Limitations 36
18. Expected Benefits 36

Chapter IV Results

1. Introduction 38
2. Demographic Features 38
    2.1 Age and Sex of Respondents 39
    2.2 Education level among the Surveyed Population 39
    2.3 Occupation Level of the Respondents 42
    2.4 Income level of the respondents 43
3. Departments visited by the Respondents 44
4. Registration at Chulalongkorn Hospital 45
5. Why Choose Chulalongkorn Hospital 44
6. Why Not Choose their own Hospital of Registration 45
7. Willingness to Register at Chulalongkorn Hospital 46
8. Sources of Information 47
9. Reception of Gold Card 48
10. Utilization of Gold Card 48
11. Frequency of utilization of Gold Card 48
12. Rating for Chulalongkorn Hospital 49
13. Attitude of Respondents towards the 30-Baht Scheme 50
14. Satisfaction of Respondents with Hospital Services 56
15. Test of Relationship among Variables 61
16. Utilization of Gold Card/Hospital Services 64
17. Test of Difference among the Variables 66
18. Independent t-test 68
19. Difference in Attitude towards the 30-Baht Scheme 68
20. Difference in Satisfaction with Hospital Services 69
21. Interview with Health Official 70
22. Interview with Hospital Official 71
23. Field Observation 72

Chapter V Discussion, Conclusion and Recommendation

1. Introduction 74
2. Salient Demographic Features 74
3. Self referred's Preference for Chulálongkorn Hospital 75
4. Utilization of Gold Card and Hospital Services 77
5. Attitude towards the 30-Baht Scheme 78
6. Relationship among Variables 78
7. Difference in Attitude among the Two Groups 79
8. Difference in Satisfaction among the Two groups 79

Conclusion

1. Sample Features 80
2. Self Referred 30-Baht Patients 80
3. Attitude 81
4. Utilization of the Gold Card.....81
5. Satisfaction 81
6. Relationship and Associations among Variables 81
7. Limitations 82
8. Recommendations 83

References

Appendices

A. Estimated Budget 89
B. Time Schedule 90
C. Questionnaire (English version).....92
D. Questionnaire (Thai version) 96
E. Biography 101

List of Tables

Page

Table 1 Health Indicators of Thailand (2000) 2

Table 2 Total Health Expenditure (current price) 3

Table 3...Utilization of Medical Services in six provinces 7

Table 4 ...Variables and Definitions 11

Table 5 Age-Sex distribution of the surveyed population 38

Table 6 Frequency and percentage of the Education Level 39

Table 7 Frequency and percentage of occupations 40

Table 8 Frequency of education level in a registered group 41

Table 9 Frequency of education level in a self referred group 41

Table 10 Frequency and percentage of Income distribution 42

Table 11 Frequency of income distribution among two group 43

Table 12 Frequency of registration at Chulalongkorn Hospital 44

Table 13...Frequency of reasons for using Chulalongkorn hospital 45

Table 14 Frequency of reasons for not using at their registered hospital.....46

Table 15 Percentage of sources of information on the 30-baht scheme.....47

Table 16 Frequency and percentage of reception of the Gold Card 48

Table 17 Frequency and percentage of start using the Gold Card 48

Table 18 Frequency of how many times the Gold Card was used 49

Table 19 Percentage for rating of Chulalongkorn Hospital 49

Table 20 Frequency distribution of total attitude.....50

Table 21 ...Percentage of Attitude of registered group (301) 51

Table 22 Scores of attitude of registered patients 52

Table 23 Percentage of attitude of self referred group 53

Table 24 Scores of Attitude of self referred group 54

Table 25 Scores of overall attitude towards the 30-Baht Scheme 55

Table 26 Percentage of total satisfaction of all respondents 56

Table 27 Scores of satisfaction among the registered group 57

Table 28 Scores of satisfaction among the self referred group 58

Table 29 Scores of overall satisfaction 60

Table 30 Spearman's rho test for registered group 62

Table 31 Spearman's rho test for self referred group 63

Table 32 Percentage of visits to Chulalongkorn Hospitall.....64

Table 33 Percentage of visits by registered group 65

Table 34 Association between gold card utilization and variables 67

Table 35 Independent t-test 68

Table 36 Mann-Whitney Test for Attitude 68

Table 37 Mann-Whitney Test for satisfaction 69

List of Figures

Page

Figure 1 Household Income Spending on Health (1992).....3

Figure 2 Pattern of Health Services Utilization with Different Health Insurance 4

Figure 3 Compliance with Universal Coverage 7

Figure 4 Research Conceptual Framework 9

Figure 5 Aday and Anderson Model (1974) 26

Figure 6 Result of Satisfaction Survey on Universal Coverage 28

Figure 7 Flow Diagram for Research Design 30

Figure 8 Distribution of Occupation among the Age-group 40

Figure 9 Departments visited by Patients 44

Figure10 Reasons for using Chulalongkorn Hospital 44

Figure 11 Willingness to register at Chulalongkorn Hospital 47