



## CHAPTER I

### INTRODUCTION

#### 1. Background and Significant of Problem

At this time there are 7 community hospitals in Krabi Province. Of the 7, Lanta Hospital has a capacity of 10 beds, Ao Luk hospital has 60 beds and the following 5 hospitals have 30 beds: Kao Phanom , Plai Praya, Nue Klong ,Klong Thom ,Lumtap. All of these hospitals are considered secondary level providing general health care services. These hospitals report directly to Krabi Provincial Public Health Department. According to the Economic and Social Development Plan of Thailand, Book 9, the focus of the hospital services is preventative medicine and to develop the standards to the level of HA (Hospital Accreditation)

The x-ray department has to provide a service and interact with both the external customer and the internal customer. The staff in radiology must work directly with the patient as well as work with expensive equipment

If the x-ray department service is below standard, such as slow service, misuse of equipment, long waiting times for the customers, impolite customer service or lack of technical knowledge or misdiagnosis, the result can be increased costs, reduced productivity and harm to the patients. In this case the department should develop standards to improve customer satisfaction and improve quality

Both private and government hospitals have to develop strategies to improve their service to at the standard of the Ministry of Public Health (HA) hospital accreditation by improving service, so the hospital can reduce unnecessary costs and increase customer satisfaction.

In the past, customers were not satisfied with the level and quality of service in the hospital. The public health department compared the customer's needs to the services provided to determine how to raise the level of service to improve consumer satisfaction.

The researcher is a staff member of the x-ray department. The role of the staff is larger than just taking the x-ray, it also includes working closely with the patient in an efficient and courteous manner to gain customer satisfaction. The researcher is interested in the study of consumer needs and satisfaction of the x-ray department. The results of the study can be used to create a strategy to improve service and to find the solutions to the problems and implement these solutions directly.

## **2. Research Questions**

2.1 How satisfied are the customers of the diagnostic radiology department and what are their needs?

2.2 What are the priorities of the customers needs?

2.3 What methods can be used to satisfy those needs?

### 3. Objectives

- 3.1 Study the needs and satisfaction of the consumer in the diagnostic radiology department in the community hospitals in Krabi
- 3.2 Compare the levels of needs and the satisfaction of the consumers in the diagnostic radiology department in the community hospitals in Krabi

### 4. Research Hypothesis

The average level of the needs and the levels of satisfaction received of the consumer in the diagnostic radiology department are different.

### 5. Terminology and Operational Definitions

**Assessment** – the evaluation and appraisal of work results.

**Need** – Physical and psychological wants including social and environmental.

**Satisfaction** – Fulfillment and attainment of needs of comfort and total service.

**Consumer** – Patient, family or relatives who use the x-ray service. Also the doctor, nurse, film reader of the x-ray department in the community hospital in Krabi.

**Provider** - The doctor and staff of the x-ray room in the community hospital in Krabi.

**Internal Consumer** – doctors, nurse and x-ray reader of those who use the x-ray service.

**External Consumer**– patient, family or relative who use the x-ray service or answer the interview at the community hospital in Krabi.

**Diagnostic Radiology** – general x-ray service and recording of each part of the body using normal procedures or more complex technology using injection of chemicals and dyes.

**Community Hospital** – Hospital of 30 bed size providing general health care for in patient and out patient care in Krabi.

**Radiation Protection** – avoiding x-rays through the use of safety garments and proper levels of radiation and not misuse or over use the x-ray.

## 6. Conceptual Framework in this Study

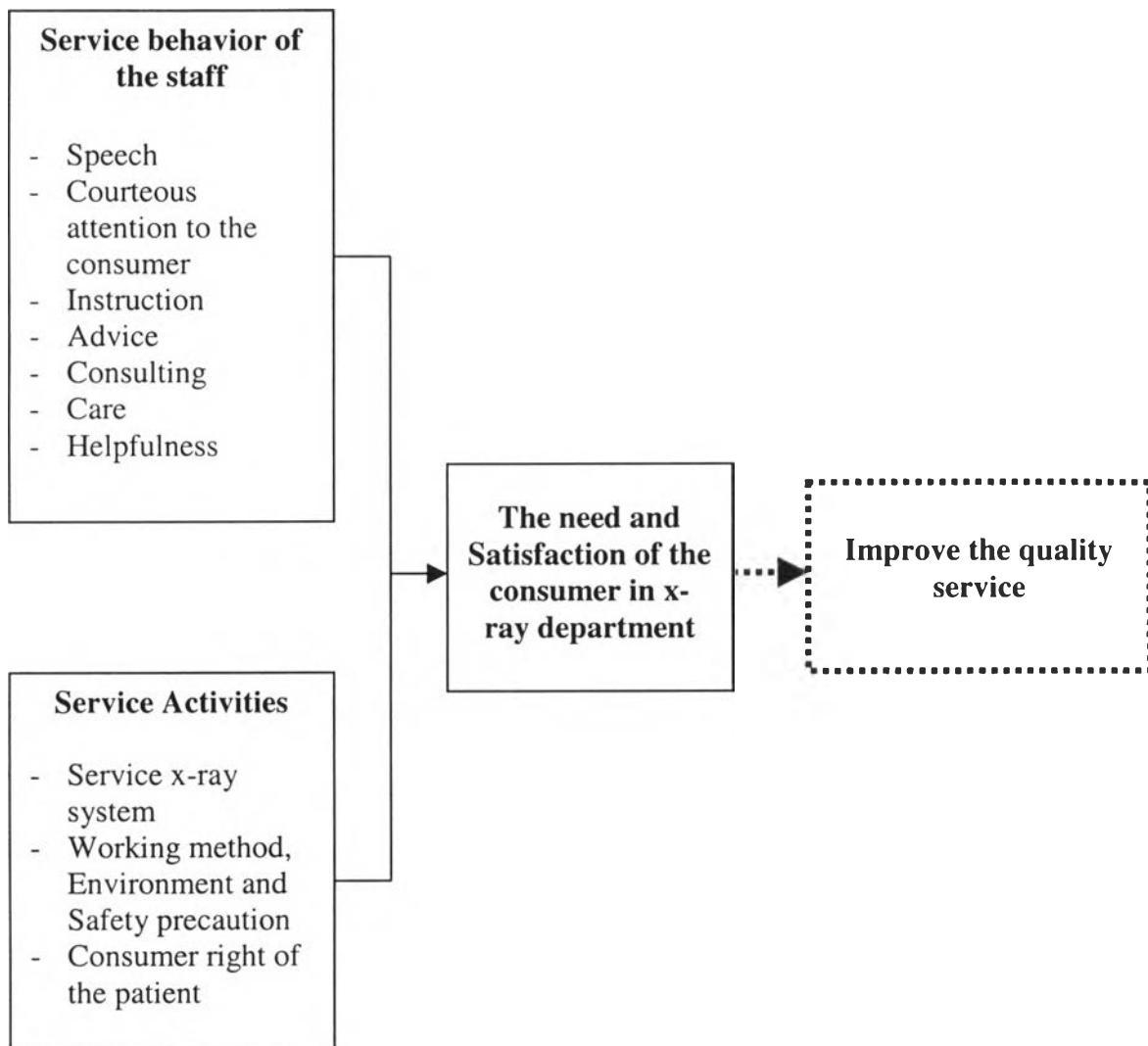


Figure 1 : Conceptual Framework