

# **CHAPTER 4**

## **DATA EXERCISE**

### **4.1 Introduction**

The methods that use in the study are observation and in-depth interview with questionnaires. The data exercise was conducted in OHC, Chulalongkorn Hospital at the Obstetric clinic. Pregnant women were randomly selected as respondent for the survey to identify expectation of pregnant women toward health care services and total time spent, actual total time spent, waiting time at each process of service and satisfaction levels of respondents with health care providers, facilities, and cost. The satisfaction levels were measured on the Likert-scale of alternatives.

The main objectives of data exercise is to test the instrument (questionnaire for interview the respondent) which is to be use in the proposal. The study need to get feedback and recheck for necessary changes to improve and modify the questionnaire in term of applicability, suitability, and clarity in data exercise.

## 4.2 Methodology

The research design proposal for this study is a cross-sectional study. The following data collection methods were used in this study for both observation and in-depth interview.

1. Observation, one of the primary method of qualitative research is observation. Observation must (1) serve the research purpose, (2) be planned systematically, (3) be recorded systematically, and (4) be subjective to check and control validity and reliability (Bickman, 1976)

The main purpose of this study is to identify key factors which could affect satisfaction towards health care service of pregnant women who attend ANC in OHC at Chulalongkorn Hospital. Therefore, this study will focus specifically to observe the joining phase, intensive and detachment phase in OHC at Chulalongkorn Hospital (see table 3.8.1) which is consisted of manpower, infrastructure, technology and management. Moreover, the attitude of the health care provider will also be focused.

2. Data collection is done using both questionnaire by in-depth interviews on the pregnant women on the expectation with health service and total time spent of service, actual total time spent and waiting time at each process of service, and satisfaction levels of respondents with care providers, facilities, and cost.

The questionnaire consists of four parts which are as follows:

Part I: General profile of the pregnant women in term of their age, education, occupation, family income, parity of pregnancy, gestation age of pregnancy

Part II: Expectation of pregnant women toward health service and total time spent for the service.

Part III: Actual total time spent and waiting time at each process of service such as registration, physician's office, pharmacy, cashier, and appointment desk.

Part IV: Information of the satisfaction levels of pregnant women toward health care providers in term of their ability, behavior, human relationship, interaction and communication between patients and doctor, nurse, assistance nurse, cashier, pharmacist, and registrar staff, facilities and accommodation such as place, seat, elevator, rest room, document and magazine, public telephone, satisfaction levels with waiting time of each process in service, and cost. The level of satisfaction is based on the 5-point Likert type scale of alternatives:

- 1 = very dissatisfied
- 2 = dissatisfied
- 3 = fairly satisfied
- 4 = satisfied
- 5 = very satisfied

## **4.3 Sampling**

### **4.3.1 Sample population**

The sample population consisted of pregnant women who were attending ANC in OHC at Chulalongkorn Hospital.

### **4.3.2 Sample size**

Fifteen pregnant women who were attending ANC in OHC at Chulalongkorn Hospital were chosen, by random sampling at OB&GYN department.

## **4.4 Data collection**

The data collection was done by the researcher. Random sampling among pregnant women who were attending ANC in OHC at Chulalongkorn Hospital were chosen for 3 days.

## **4.5 Data analysis**

The data analysis was done by the researcher. Data entry in the form of EPI-INFO was used for the data analysis. (See Table 3.6.2.1 and 3.6.2.2)

## **4.6 Result of the data exercise**

### **4.6.1 Result of observation study**

Observation study in OB&GYN department at OHC, Chulalongkorn Hospital on September 8th-12th, 1997, during 4.00-8.00 PM, and on September 13th, 1997, during 8.00-12.00 AM

### **Findings**

#### **◇ Infrastructure**

The H.M. KING BHUMIBOL building at Chulalongkorn Hospital is used for the OHC. The thirteenth floor is used for OB&GYN, Medicine. Surgery, and Orthopedic departments. Registration of all the new patients takes place on the ground floor. Registration on the thirteenth floor is served for old patients (see flow chart of services). Lab pharmacy and cashier are also on the thirteenth floor. There are 4 elevators to serve this building. There are 2 public telephones for service. There are 5 rest rooms for service (It is close to the OB&GYN department, quite dirty and was out of toilet paper).

There are 60 seats (some soft, some hard) to serve patient at obstetric clinic. The temperature of the waiting room was about 20°C. It is enough light and cleanliness. There were some decoration of flowers and trees. There was enough space area. There was a video for the pregnant women in the waiting room, but it

was placed in the far corner. There was no reading materials but found some pregnant women brought their own books to read during waiting.

Obstetric clinic service:

On Monday, Wednesday and Saturday service for 4 rooms .

On Tuesday, Thursday, Friday service for 3 rooms.

#### ◇ **Technology**

There is one computer on the ground floor for registration and making appointment, two computers and one X-ray on the thirteenth floor, and one Ultrasound on the forth floor.

#### ◇ **Manpower**

On Monday, Wednesday and Saturday service for 4 rooms .

(1doctor / 1assistant nurse / room), 1 nurse/day

On Tuesday, Thursday, Friday service for 3 rooms

(1doctor / 1assistant nurse / room), 1 nurse/day

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- There was 1 assistant on the thirteenth floor to send OPD card to each department.
  - There was 1 incharge nurse / day to attend the registration on the thirteenth floor.
  - There was 1 doctor manager and 1 nurse manager / day on the thirteenth floor to manage and solve the problem.

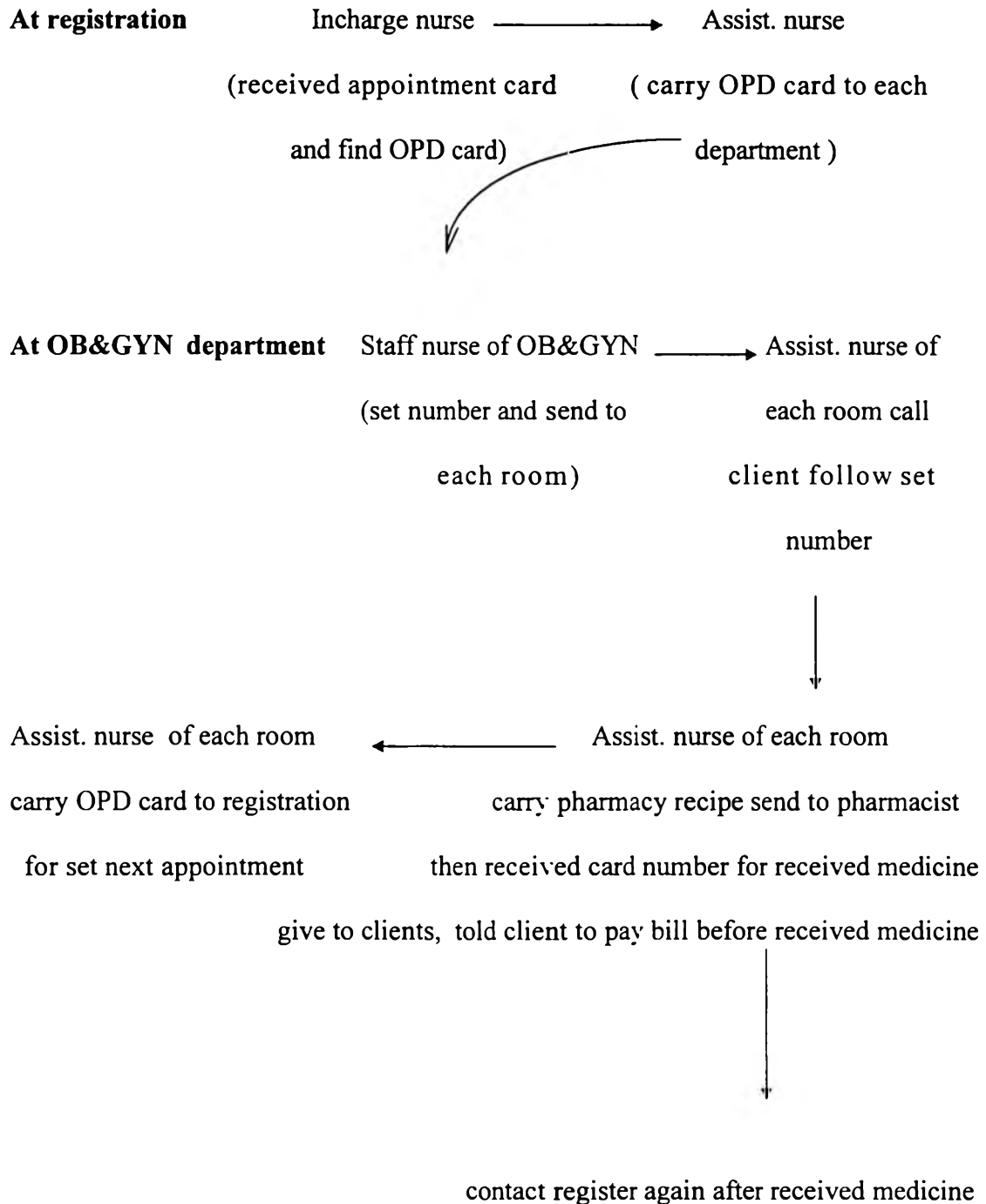
◇ **Management**

**Service hours:** Monday - Friday open 4.30 - 8.00 PM.

Saturday open 8.30 - 12.00 AM.

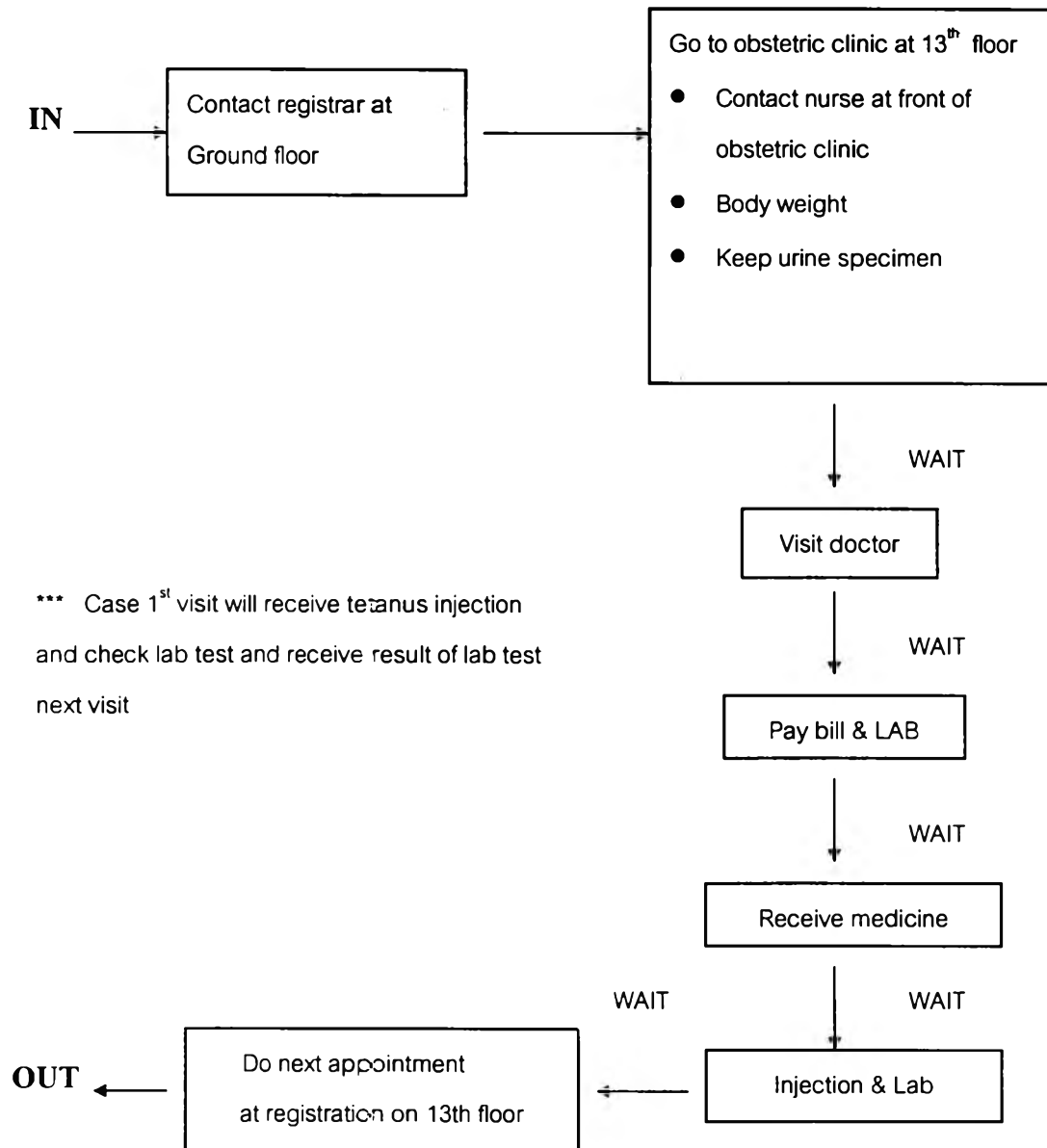
(Close on Sunday)

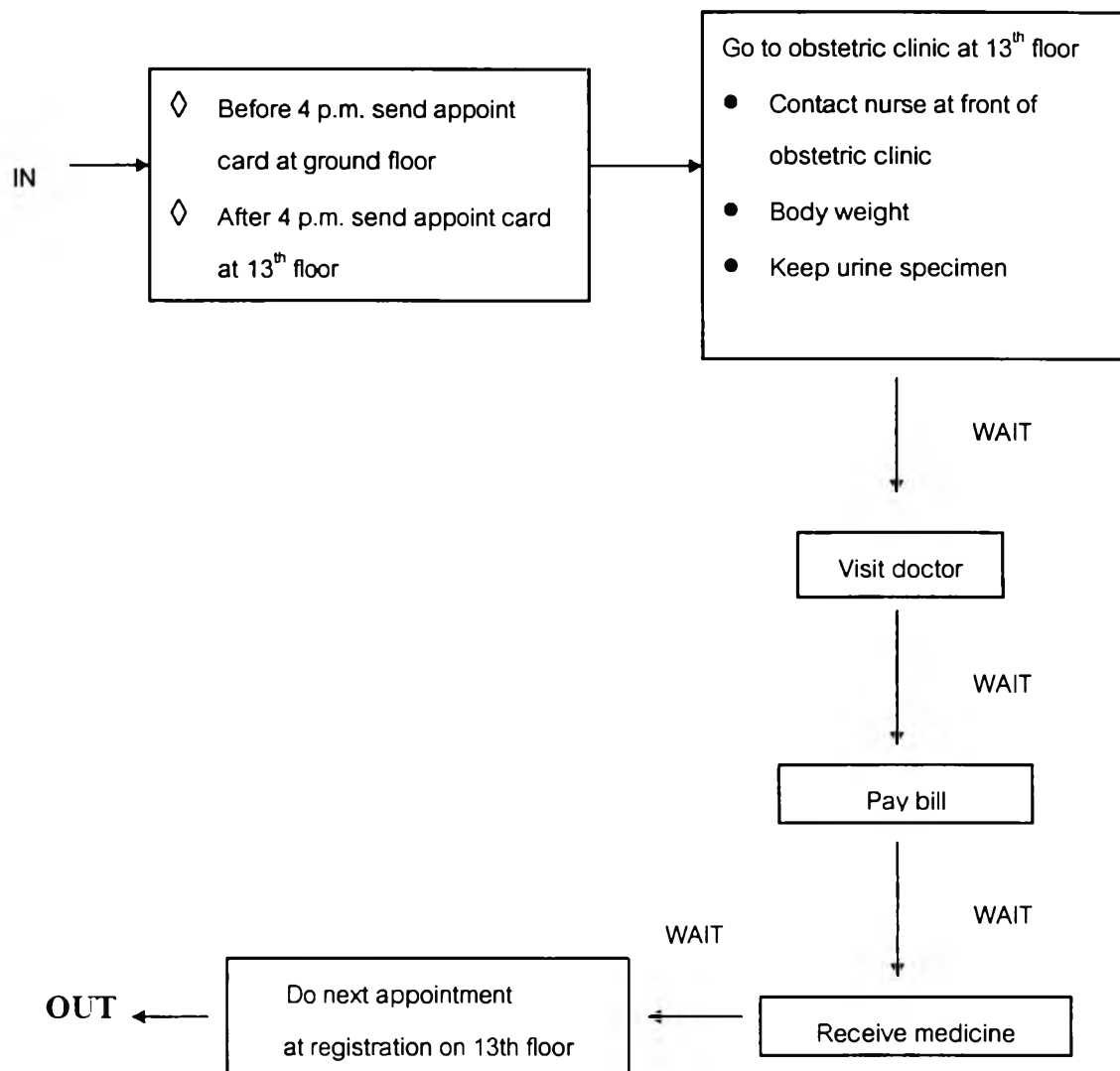
### Services process





### Flow charge of services for pregnant women ( First visit )



**Flow charge of services for pregnant women ( Not first visit )**

## **INCIDENTS**

1. About 4 PM-5.30 PM, there were many patients and there were not enough seat. So some pregnant women waited at ground floor and some waited at the medicine department.

2. There was a long waiting time to visit a doctor. Some pregnant women was asking the assistant nurse at OB&GYN department about the setting number to visit a doctor but the assistant nurse were in a mood, she did not even check the setting number but she told the pregnant women to wait.

3. Most of Doctors came about 30 minutes late and there were some doctor had interrupted for delivering during their services hours.

4. The rest room was quite dirty and had a bad smell. There were some dirty toilet papers on the floor.

5. There was one case of a patient who came on a first visit, and she waited to visit doctor for more than 1 hour. Then she was asked to check at other hospital.

6. At 7.30 PM. on Wednesday 10 September 1997. Patient told the pharmacist that she did not want to buy one kind of medicine because there was enough medicine for next visit but pharmacist had bad mood and behave impolitely. Patient felt dissatisfaction.

There were also complaints for the telephone appointment which are defined as follow:

- Receptionist did not know the information about the program.  
Receptionist always say that customers must come and ask for information by themselves.
- Delay to answer telephone call / Busy of telephone calling

### **Attitude of health provider to serve in OHC**

**Question:** What are your idea to the service of OHC, is it different from office hours?

*Doctors:* All feel different, because different group of patients from office hour, they must pay for the service charge. This group need special doctors, polite staff, fast service. Moreover, they need doctor who concern and willing advice to them. So we must be polite and give time to advice.

*Nurse:* Mostly feel different, because there were different group from office hour, they have to pay services charge. This group need polite staff, fast and convenient service. So, we must be polite, concerned, prompt to services and solve their problem.

*Assistant nurse:* Mostly feel different, because there were difference groups comparing to one from office hour, they must pay for service charge. This group

need polite staff, fast and convenience service. So we must be polite, concerned, and prompt to serve and ready solve their problems.

*Lab Officer:* No difference, give service as office hour.

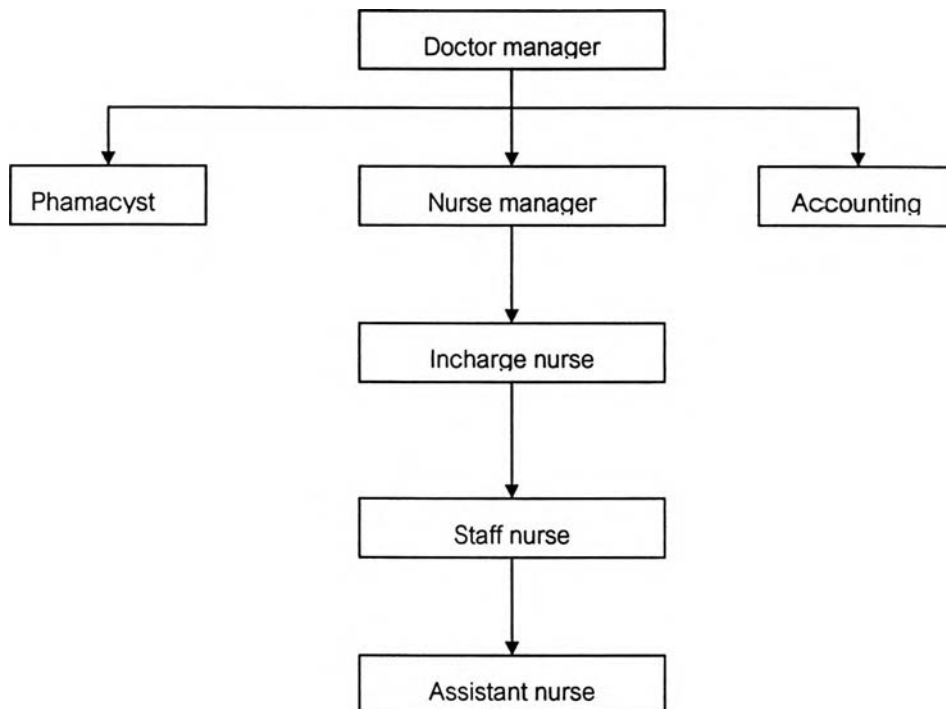
*Pharmacist:* No idea because they did not contact the client in the office hour (They had Assist. pharmacist to contact with the client).

*Cashier:* No idea because they are the office of the Faculty of medicine, they do not have to contact client in the office hour.

### **Management Perception of OHC**

*Mission:* to provide the highest quality out-patient services to the patients which is approach in privatization services with convenience and less restriction.

*Organization structure:*



*Services management:*

There is one doctor manager and one nurse manager/day to manage and solve the problem by walking around.

There is a reward system for health staff such as; Bonus/year.

#### 4.6.2 Result of data collection by in-depth interview with questionnaires

The data were collected by in-depth interview with questionnaires from fifteen pregnant women who were attending ANC in OHC Chulalongkorn hospital, as a random sampling.

The findings from the pilot study is for the purpose of identifying the expectation of pregnant women towards health services and total time spent, actual total time spent and waiting times at each process of services, and satisfaction levels of patients with health care providers, facilities, waiting times, and cost are as follows:

#### Finding:

##### *Part I* General information

**Table 4.1** Number of pregnant women: Classify by age

Age group	Number
15 - 19	1
20 - 24	2
25 - 29	4
30 - 35	8
<b>Total</b>	<b>15</b>

**Table 4.2 Number of pregnant women: Classify by education**

<b>Education</b>	<b>Number</b>
1 - 6 years of school	1
7 - 9 years of school	1
10 - 12 years of school	1
College	3
Bachelor degree	6
Higher than bachelor degree	3
<b>Total</b>	<b>15</b>

**Table 4.3 Number of pregnant women: Classify by occupation**

<b>Occupation</b>	<b>Number</b>
Housewife	0
Government/civil servant	4
Agriculturist	0
Merchant	1
Business	9
Office worker	1
<b>Total</b>	<b>15</b>



**Table 4.4 Number of pregnant women: Classify by family income**

<b>Income/Bath/month</b>	<b>Number</b>
< 10,000	1
10,001 - 15,000	3
15,001 - 20,000	2
20,001 - 25,000	3
25,001 - 30,000	1
30,001 - 35,000	1
35,001 - 40,000	0
More than 40,000	4
<b>Total</b>	<b>15</b>

**Table 4.5 Number of pregnant women: Reimbursement of payment**

<b>Reimbursement</b>	<b>Number</b>
Yes	10
No	5
<b>Total</b>	<b>15</b>

**Table 4.6 Number of pregnant women: Times of visit**

<b>First time of visit</b>	<b>Number</b>
Yes	7
No	8
<b>Total</b>	<b>15</b>

**Table 4.7 Number of pregnant women: Parity of pregnancy**

<b>Parity</b>	<b>Number</b>
Parity 1	13
Parity 2	2
<b>Total</b>	<b>15</b>

**Table 4.8 Number of pregnant women: Gestation age of pregnancy**

<b>Gestation age</b>	<b>Number</b>
< 4 weeks	4
4 weeks	8
5 weeks	1
6 weeks	2
<b>Total</b>	<b>15</b>

**Table 4.9 Number of pregnant women: Complication of pregnancy**

<b>complication</b>	<b>Number</b>
Yes	0
No	15
<b>Total</b>	<b>15</b>

***Part II*** Information about expectation towards health care services of pregnant women and waiting time toward the hospital service of ANC in OHC, Chulalongkorn hospital

**Table 4.10 Expectation with the service of ANC in OHC, Chulalongkorn Hospital**

<b>Expectation</b>	<b>Number</b>
Fast and Convenience	8
Willingness and politeness of staff	1
Fast and convenience and willingness and polite staffs	4
Special care by qualified doctors	1
Good care	1
<b>Total</b>	<b>15</b>

**Table 4.11 Total time spent expectation**

<b>Time /minutes</b>	<b>Number</b>
20 - 34	4
35 - 49	1
50 - 64	9
65 - 79	0
80 - 94	1
<b>Total</b>	<b>15</b>

**Part III** Actual times spent by the patients at each process of services

**Table 4.12 Actual total time spent**

<b>Time/minutes</b>	<b>Number</b>
45 - 59	1
60 - 74	3
75 - 89	1
90 - 104	7
105 - 120	3
<b>Total</b>	<b>15</b>

**Table 4.13 Waiting time to contact the registrar**

<b>Time/minutes</b>	<b>Number</b>
3 - 5	10
6 - 8	2
9 - 11	2
12- 14	1
<b>Total</b>	<b>15</b>

**Table 4.14 Waiting time to see doctor**

<b>Time</b>	<b>Number</b>
15 - 29	1
30 - 44	3
45 - 59	0
60 - 74	2
75 - 89	2
90 - 104	1
105 - 119	5
<b>Total</b>	<b>15</b>

**Table 4.15 Waiting time to pay a bill**

<b>Time</b>	<b>Number</b>
3 minute	2
5 minutes	3
10 minutes	2
15 minutes	2
20 minutes	2
25 minutes	3
30 minutes	1
40 minutes	0
50 minutes	1
<b>Total</b>	<b>15</b>

**Table 4.16** Waiting time to receive medicine

<b>Time</b>	<b>Number</b>
3 minute	2
5 minutes	4
10 minutes	2
15 minutes	4
20 minutes	3
<b>Total</b>	<b>15</b>

**Table 4.17** Waiting time to contact the registrar for next appointment

<b>Time</b>	<b>Number</b>
3 minute	11
5 minutes	2
10 minutes	1
15 minutes	0
20 minutes	1
<b>Total</b>	<b>15</b>

**PartIV** Information of level of satisfaction of pregnant women toward  
attended ANC in OHC, Chulalongkorn Hospital

**Table 4.18 Information of level of satisfaction of pregnant women toward  
attended ANC in OHC, Chulalongkorn Hospital**

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
	<i>very satisfy</i>	<i>satisfy</i>	<i>fairy satisfy</i>	<i>dissatisfy</i>	<i>very dissatisfy</i>
<b>1. Staff services</b>					
<b><u>1.1 Doctors</u></b>					
- Able to clearly advice about your health	5	10			
- Willing to listen and answer	5	10			
- Politeness	6	9			
- Come in time	2	8	5		
<b><u>1.2 Nurse</u></b>					
- Able to clearly advice about your health	3	9	3		
- Willing to give answer and solve problem as you need	1	10	4		
- Politeness	3	11	1		
- Give immediate service	3	5	5	2	

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
	<i>very satisfy</i>	<i>satisfy</i>	<i>fairy satisfy</i>	<i>dissatisfy</i>	<i>very dissatisfy</i>
<b>1.3. <u>Asstant nurse/nurse aid</u></b>					
- Willing to give answer and solve problem as you need	2	11	2		
- Politeness	2	11	2		
- Give immediate service	4	7	4		
<b>1.4 <u>Cashier</u></b>					
- Correct in calculation of bill	2	11	2		
- Willing to give answers and solve problem as you need	2	12	1		
- Politeness	3	11			
- Give immediate service	3	9	2	1	
<b>1.5 <u>Pharmacist/ drug store staff</u></b>					
- Able to advice about medicine	3	9	2	1	
- Willingness to give answer and solve problem as you need	2	11	2		
- Politeness	1	13	1		
- Give immediate service	2	6	4	3	
<b>1.6 <u>Registrar staff</u></b>					
- Willing to give advice as you need	3	12			



	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
	<i>very satisfy</i>	<i>satisfy</i>	<i>fairy satisfy</i>	<i>dissatisfy</i>	<i>very dissatisfy</i>
- Politeness	3	11	1		
- Give immediate service	3	7	4	1	
<b>2. <u>Facility and accommodation</u></b>					
- Enough seat	2	8		4	1
- Easy to find obstetric clinic	3	9	2	1	
- Enough elevator	6	8	1		
- Good quality of elevator	4	8	3		
- Cleanliness of place	6	8	1		
- Enough rest room	1	11	3		
- Cleanliness rest room	2	9	3	1	
- Have available book magazine newspaper and document for patients			8	6	1
- Have effective public telephone		8	5	2	
<b>3. <u>Your satisfaction with convenient and quick service</u></b>					
- Have quick process to contact the register		12	3		
- Have quick process to see doctor		8	4	2	1

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
	<i>very satisfy</i>	<i>satisfy</i>	<i>fairly satisfy</i>	<i>dissatisfy</i>	<i>very dissatisfy</i>
- Have quick process of x-ray		4	10	1	
- Have quick process of blood with draw	2	8	5		
- Have quick process of investigation	2	2	9	2	
- Have quick process of pay bill	3	10	1	1	
- Have quick process of receive medicine	2	11	1	1	
- Have quick process of service for next appointment	6	9			
<b>4. <u>Your satisfaction about out of pocket cost</u></b>	1	10	2	2	

**Table 4.19 Payment for services**

<b>Payment</b>	<b>Number</b>
Less than 300 Baht	2
300 - 499 Baht	6
500 - 749 Baht	7
<b>Total</b>	<b>15</b>

**Table 4.20 Perception on payment**

<b>Satisfaction</b>	<b>Number</b>
Suitable	10
Too expensive	5
<b>Total</b>	<b>15</b>

**Table 4.21 Willingness to revisit**

<b>Revisit</b>	<b>Number</b>
Yes	14
Not sure	1
<b>Total</b>	<b>15</b>

The finding from data exercise is to identify the expectation of pregnant women toward health service and total time spent, actual total time spent and waiting time at each process of services, and satisfactory level of patients to health care providers, facilities, waiting times, and cost are as follows:

### **Part I General information**

#### **Finding:**

In this study, respondents were mostly aged between 25-35 years old, had bachelor degree, had own business, and had monthly family income around 15,000-25,000 Bath. 10 out of 15 respondents reimbursed their payment of services from their offices. 7 out of 15 respondents came on first visit. 13 out of 15 respondents had parity 1, 8 out of 15 respondents had 4 weeks of gestation age, 4 out of 15 respondents had below 4 weeks of gestation age. All of the respondents had no underlying disease or complication of pregnancy.

Part II Information about expectation towards health care service of pregnant women and waiting time towards the hospital service of ANC in OHC, Chulalongkorn hospital.

#### **Findings:**

8 out of 15 respondents expected to receive quick and convenient services in term of short waiting times, 1 out of 15 respondents needed willingness and politeness from staff of health services in OHC, 4 out of 15 respondents expected to received quick and convenient services, and staff with willingness and politeness. 1 out of 15 respondents needed special care by qualified doctor, and 1 out of 15 respondents needed good caring. And the Mean of expectation total time spent was 58.5 minutes

***Part III Actual times spent by the patients at each process of services***

**Findings:**

- The mean of actual total time spend is 90.17 minutes.
- The mean of actual waiting time at registration is 5.8 minutes.
- The mean of waiting time to see doctor is 76.96 minutes.
- The mean of waiting time at cashier is 15 minutes.
- The mean of waiting time to receive medicine is 11 minutes.
- The mean of waiting time for next appointment is 4.86 minutes.

***Part IV Information on level for satisfaction for pregnant women toward attended ANC in OHC, Chulalongkorn Hospital***

**Findings:**

For the level of satisfaction towards doctors; The following aspects are satisfied about doctors having politeness, clear advice, and willingness to listen and answer. The result is that 8 out of 15 respondents responded that doctor usually came on time while 5 out of 15 respondents replied that doctor did not come on time.

Regarding to the nurses attitude, it is found that most of the patients were satisfied with nurses having politeness, clear advice, and willing to solve their problems and give immediate services. But 2 out of 15 respondents dissatisfied with immediate services given by the nurses.

Regarding to the assistant nurses attitude, It is found that most of the patients were satisfied about assistant nurses having politeness, clear advice, and willing to solve their problems and give immediate services.

Regarding to the cashiers attitude, it was found that most of the patients were satisfied about cashiers politeness, willingness to give advice, immediate services, and calculating.

Regarding to the pharmacists, it is found that most of the patients were satisfied about pharmacists having politeness, clear advice, and give immediate services. But 3 out of 15 respondents were dissatisfied with the immediate services.

Regarding to the registrar staffs, it is found that most of the patients were satisfied about registrar having politeness, willingness to give advice, 7 out of 15 respondents were satisfied in spontaneous services, while 4 out of 15 respondents were fairly satisfied. But only 1 out of 15 respondents dissatisfy with the immediate services.

According to the facility and accommodation, the followings aspects were noticed that 8 out of 15 respondents satisfy with the availability of seat . But 4 out of 15 respondents say that there is not availability of seat. Most of them agreed that it was easy to find the clean place, enough elevator, enough rest room and cleanliness of the rest room. However 6 out of 15 respondents dissatisfy with the availability of books and document for patients whereas 2 out of 15 respondents were dissatisfied with the number and effectiveness of public telephone.

Most respondents were satisfied with the convenience and quick service at the registration process. But 7 out of 15 respondents were dissatisfied to wait to see doctor. 11 out of 15 respondents were dissatisfied at the process of x-ray. 11 out of 15 respondents were dissatisfied at the process of investigation.

10 out of 15 respondents were satisfied with the cost of services and 2 out of 15 respondents were fairlied satisfy with the cost of services, while 2 out of 15 respondents were dissatisfied with the cost of services. 6 out of 15 respondents pay 300-499 Bath for services while 7 out of 15 respondents pay 500-700 Baht for services. 10 out of 15 respondents find that it was suitable while 5 out of 15 thought it was too expensive.

14 out of 15 respondents want to revisit for the follow up examination, 1 out of 15 does not sure to revisit for the follow up because she could not reimburse the cost of the treatment and said that she could not afford the price of the treatment.

The conclusion of the results show in Table 4.22



Table 4.22 Conclusion of the Results

No.	Complicatio	Parity	No. of	Family income	Reimburse	Payment	Satisfied with payment	Services expectation	Satisfied	Dissatisfied	Time visit expected	Actual	Revisit
1	no	1	2	>40000	yes	500-709	very satisfied	good fast and convenience services	All Satisfied	no	1	1.30	yes
2	no	1	8	10000-15000	yes	300-499	fair	convenience	Doctor, All OK	no	1	1.30	yes
3.	no	2	3	16000-20000	yes	<300	Satisfied	Good & fast	Doctor, All OK	Long waiting	1	1.30	yes
4.	no	1	3	21000-25000	no	<300	Satisfied	Fast & convenience	Doctor	long waiting	45 mins.	1.30	yes
5.	no	1	3	<10000	yes	300-499	Fair	convenience	Doctor	long waiting	<30 mins.	1	yes
6.	no	2	2	16000-20000	yes	500-749	Satisfied reimburse	Convenience & fast	Doctor	no	1	2-3	yes
7.	no	1	1	21000-25000	yes	500-749	Satisfied	Good doctor & fast	Doctor	Pharmacy	1	>2	yes
8.	no	1	3	10000-15000	yes	500-749	Satisfied	Good care & willing service staff	Doctor	Long wait	<30 mines.	1.30	yes
9.	no	1	1	21000-25000	yes	300-449	Satisfied	Convenience & fast	Doctor	long wait	1	1.30	yes

10.	No	1	1	>40000	no	500-749	Dissatisfied (expensive)	Convenience & fast	All OK	no	1	1.30	yes
11	No	1	1	>40000	yes	500-749	Satisfied	Convenience & fast	All OK	facilities	1	1	yes
12	No	1	1	>40000	no	300-499	Satisfied	Good, convenient, fast	All OK	Pharmacy	1	45 min	yes
13	No	1	1	10000-15000	no	500-749	Dissatisfied	Willing staff	All OK	Facility long wait	1	>2	maybe
14	No	1	1	20000-30000	yes	300-499	Satisfied	Good doctor & fast	Doctor	long wait	30 mins	1	yes
15	No	1	4	31000-35000	yes	300-499	Satisfied	Convenience & fast	Doctor	facilities	30 mins.	1	yes

#### 4.7 Conclusion and recommendation

The following methods were used in data exercise: observation and In-dept interview with questionnaire. The main objectives of the data exercise is: to test the instrument (questionnaires for interview the respondents) which to be used in the proposal. This instrument needs to obtain the feedback and recheck for necessary changes to improve and modify the questionnaires in term of applicability, suitability, and clarity in data exercise.

In-dept interview with questionnaires was conducted in OHC at Chulalongkorn Hospital in obstetric clinic. Fifteen of pregnant women were selected as respondent for the 3-day survey (done 5 respondents/day). Survey results were analyzed and organized into four parts: (1) General profile of pregnant women, (2) Expectation of pregnant women towards health services and total times spent for the services, (3) Actual time spent and waiting times at each process of the services such as registration, physicians office, pharmacy, cashier, and appointment desk, (4) Satisfaction levels of pregnant women to health care providers (in term of communication & information giving, courtesy, and responsiveness of doctors, nurse, assist nurse, pharmacist), facilities (such as seat, elevator, rest room, magazine and documents, public telephone), waiting times of each process of services, costs and cashier. After identifying the expectation of pregnant women toward health care services and total time spent, actual total time spent and waiting time at each process of services, the satisfaction levels were then be measured on the 5-point Likert-scale of alternatives.

According to the finding, the mean age of the respondents was 30 years. Mostly had bachelor degree. Mostly had family income about 15,000-25,000 Baht and had reimbursed their payment. Half of respondents were first visit. And all of respondents had no underlying disease or complication of pregnancy.

Most of the respondents expected services to be fast. Their expectation to spend total time for the services is about 58.5 minutes. But the actual total time spent was one and half hours. Besides, the study found that it took long waiting times to see the doctor.

The respondents also wish to get good service in term of the staff's willingness and politeness. About the results of the satisfaction levels, study found that some of respondents were fairly satisfied with health care providers about the staff's willingness and politeness. According to the satisfaction levels with facility, the study found that there were not enough seats for patient, there were no books, magazines, newspaper, and documents for clients. Public telephone should be ready to use, and the rest room should be cleaner and should have toilet papers available.

Moreover, the satisfaction levels with the cost found that some of the respondents dissatisfied with the costs because it was too expensive.

The respondents did not receive the services related to their expectation and they think that the cost is quite high. But most of the respondents were still willing to revisit ANC in OHC, Chulalongkorn Hospital, probably because of other supportive factors such as their appreciation that they had special doctor to take care of them. The physician is an important doctor of the quality of health services (Brody D.S., 1089). For the costs, according to the study the income of respondents varied from moderate to high income, so they were able to pay for the services, and most of the respondents could claim the reimbursement.

In summary, the data exercise cannot represent the result because it has a limitation, the sample size is too small to interpret the definite result. However, the main objective of the data exercise is to test the instruments (questionnaire for interviewing with the respondents) which is to be used in the proposal. The recommendation of instruments which is to be used in the proposal should be further modified since the questionnaires, as shown in the appendix A, is too general and still not specified in the interested areas, such as time and the quality of services.