

CHAPTER 5

PRESENTATION

The proposal is describing the evaluation of OHC towards the service quality of Obstetric clinic at Chulalongkorn Hospital. It has already been presented to the examination committee. This presentation consisted of introduction on the purpose of this project, which can answer “why I want to do this project, for what, for whom, and for whom” concerning how to improve the service quality. The general objectives, specific objectives, research questions, and the methodology of proposal were presented sequentially. The main reason I chose this specific subject to study is because I am working in the Chulalongkorn Hospital as a medical nurse. This is based on my own perception and experience as a part of health staff, who is interested in the issue of patient’s satisfaction towards health services. So I adopted an action research into the management of change to improve the quality of these services of ANC in OHC at Chulalongkorn hospital. This will be done following the gap analysis model

ACTION RESEARCH

THE EVALUATION OF OFF-HOUR CLINIC
TOWARD SERVICE QUALITY OF OBSTETRIC
CLINIC AT CHULALONGKORN HOSPITAL

Kathaporn Kampis

OHC (OFF-HOURS CLINIC)

- NEW PROGRAM IN PUBLIC HOSPITAL
- PRIVATIZATION

MoPH POLICY

- SERVICE IN EVENING TIME
- GENERATE SOME INCOME
- DECREASE BRAIN DRAIN

WHY OB&GYN CLINIC?

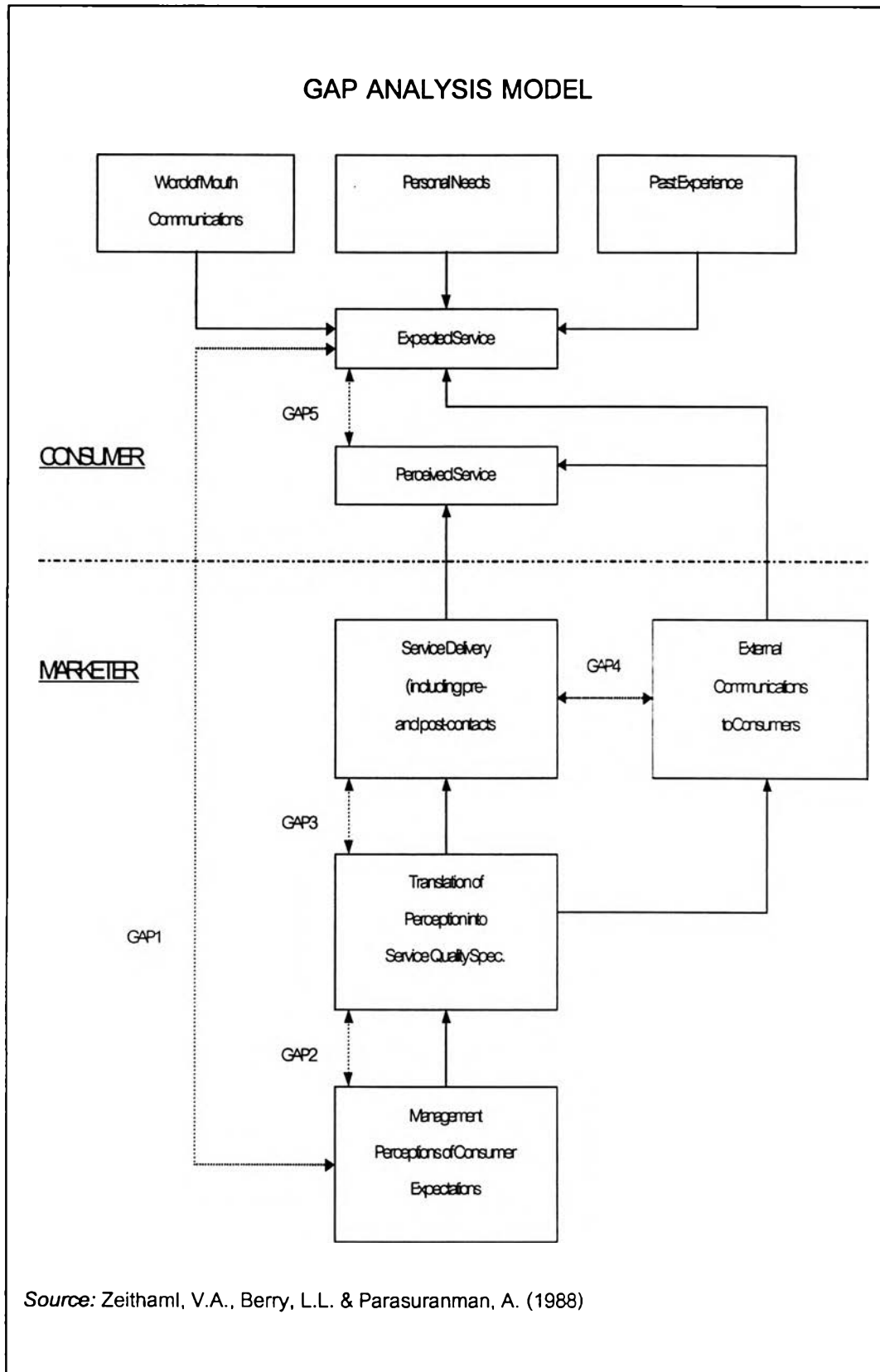
- ↓ INFANT MORTOLITY RATE
- ↓ LOW BIRTH RATE

WHAT IS PATIENT'S SATISFACTION?

- REFLECT INTERVENTION OF PATIENTS
FELT THEY RECEIVED DURING A
MEDICAL VISIT

IMPORTANCE OF PATIENT'S SATISFACTION

- POSITIVELY CORRELATED WITH PATIENT
ADHERENCE TO PRESCRIBE THERAPEUTIC
REGIMENS
- POSITIVELY AFFECT SUBSEQUENT CARE SEEKING
BEHAVIOR
- ACCESS TO CARE AND CONTINUITY OF CARE



ACTION RESEARCH

- PLANNING
- ACTING
- OBSERVING
- REFLECTING

OBJECTIVES

- SHORT TERM OBJECTIVES
- MEDIUM TERM OBJECTIVES
- LONG TERM OBJECTIVES

SHORT TERM OBJECTIVE

- CONDUCT ACTION RESEARCH
- IDENTIFY GAP ANALYSIS
- FIND OUT ALTERNATIVES TO THE PROBLEMS

MEDIUM TERM OBJECTIVES

- IDENTIFY OTHER DEPARTMENTS FOR ACTION RESEARCH TO IMPROVE AND DEVELOP THE SERVICES

LONG TERM OBJECTIVES

- To provide information and guidance to the hospital on problem identification and action research as an essential component for improvement or development of health care system in the Hospital

RESEARCH QUESTION

1. What is the expectation of pregnant women toward services in OHC? And what are the management perceptions toward pregnant women expectations?
2. What is the key satisfaction of pregnant women with service of ANC in OHC? (perceived service)
3. What are the problems? And which problems should be Treated as priorities?

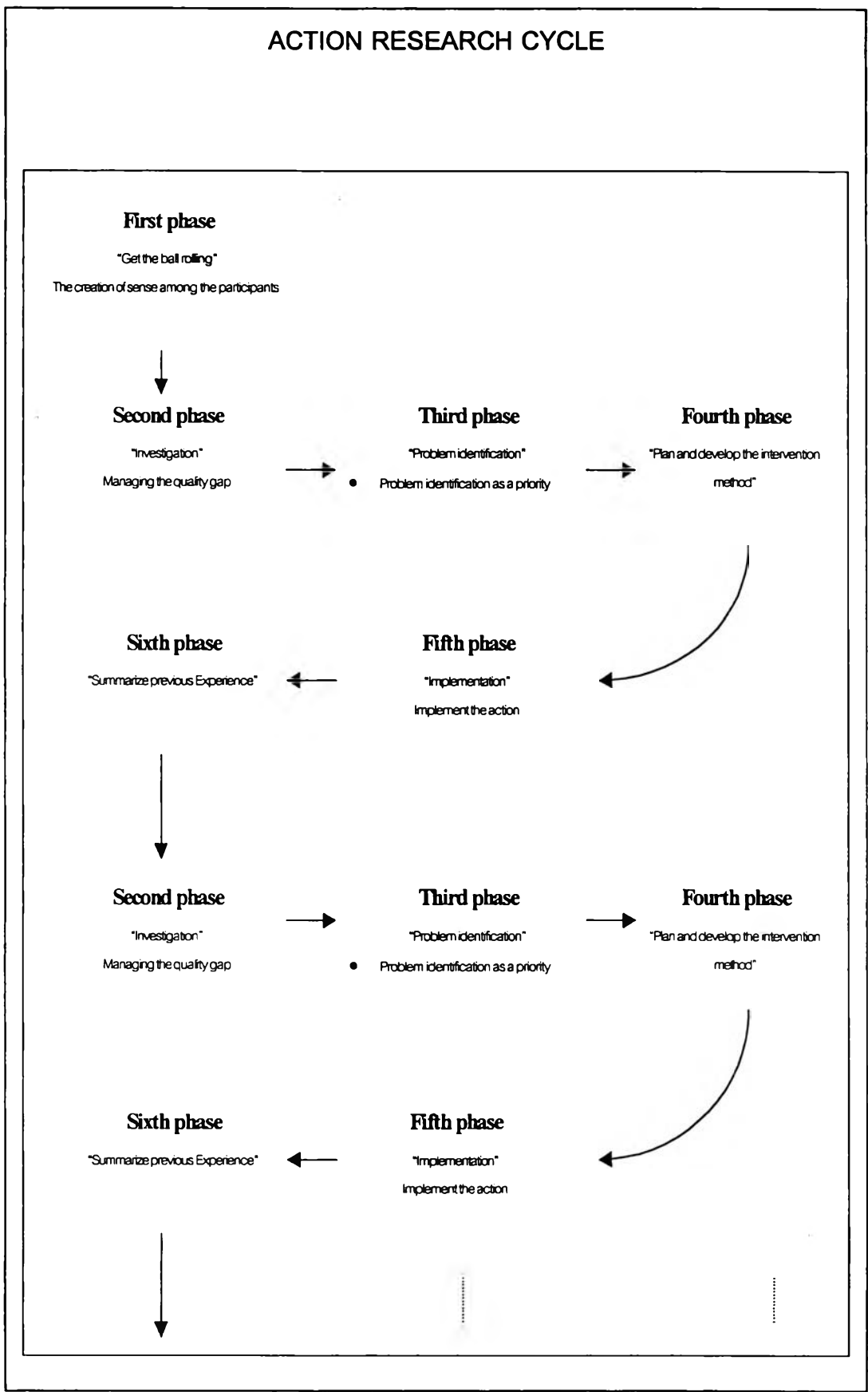
RESEARCH QUESTION

4. What action should be introduced for innovating and facilitating change to improve the service quality in OHC according to its practical application in dealing with a problem?
5. What are the criteria of the successful actions?

RESEARCH QUESTION

6. What is the new knowledge? And how can this new knowledge be shared with others?
7. What will be “new problems”? And what are the further Actions?

ACTION RESEARCH CYCLE



FIRST PHASE : Getting Ball

- GOALS
 - “AWAKENING” NATURE OF PARTICIPANTORY ACTION-RESEARCH
- OBJECTIVES
 - CREATION OF SENSE OF SERVICE QUALITY
- INTERVENTION METHOD
 - FOCUS GROUP DISCUSSION

SECOND PHASE : Investigation

- ***GAP 1*** : The Management Perception Gap
- ***GAP 2*** : The Quality Specification Gap
- ***GAP 3*** : The Service Delivery Gap
- ***GAP 4*** : The Market Communication Gap
- ***GAP 5*** : The Perceived Service Quality Gap

Management Perception (Gap 1)

- **GOAL**
 - To develop competence in managers
- **OBJECTIVES**
 - To identify the expectation of pregnant women to the services of OHC
- **INTERVENTION METHOD**
 - Data collection of information about customer expectation with questionnaires

The Quality Specification Gap (Gap 2)

- **GOAL**
 - To get the information of the management perception of OHC manager.
- **OBJECTIVES**
 - To identify the management perception of OHC manager
- **INTERVENTION METHOD**
 - Interview the project manager of his view points

The Service Delivery Gap (Gap 3)

- GOAL
 - To know the event in real situation (about the service of ANC in OHC)
- OBJECTIVES
 - To identify the service delivery of ANC in OHC
- INTERVENTION METHOD
 - Observational studies

The Market Communication Gap (Gap 4)

- GOAL
 - To improve planning of market communication
- OBJECTIVES
 - To identify the promises given by market communication activities
- INTERVENTION METHOD
 - To collect the advertising information

The Perceived Service Quality Gap (Gap 5)

- **GOAL**
 - To know and understand the condition of the services of ANC in OHC
- **OBJECTIVES**
 - To identify pregnant women' satisfaction to the services of ANC in OHC
- **INTERVENTION METHOD**
 - Data collection with the questionnaires by in-dept interviews with the pregnant women

THIRD PHASE : Problem Identification

- **GOAL**
 - To identify the problems as a priority where change is desired by the participants involved in the problems
- **OBJECTIVES**
 - To improve management, related to the problem
- **INTERVENTION METHOD**
 - Focus group discussion

FORTH PHASE : Planning and develop the intervention method

- GOAL
 - To develop such a system that will best improve the ANC service in OHC
- OBJECTIVE
 - To plan and develop the intervention method to improve the management and supervision-related problem
- INTERVENTION METHOD
 - Focus group discussion within the participants

FIFTH PHASE : Implementation

- GOAL
 - To be success in implementing the action plan in dealing with the problems
- OBJECTIVE
 - To take the plan defined in the forth phase and put it into practice

SIXTH PHASE: Summarize Previous Experience

- GOAL
 - To obtain the conclusion of experiences carried out in the previous phases
- OBJECTIVE
 - To evaluate the results of the implementation
- INTERVENTION METHOD
 - Focus group discussion within the participants