

**DEVELOPING QUALITY OF HEALTH SERVICES  
: A CASE STUDY IN MEUNGHONG HEALTH CENTER,  
CHATURAPHAKPHIMAN DISTRICT,  
ROI ET PROVINCE**

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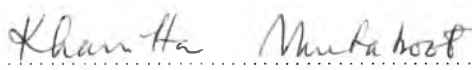
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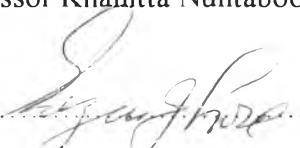
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## ABSTRACT

The Developing Quality of Health Services aimed to study the strategic plan and activities plan for developing quality of health services in the health center. The data were collected during May to September 2000 using questionnaire, in – depth interviews and focus group discussion. The sample consisted of 383 clients who were chosen using systematic sampling technique from the clients who visited the health center. And 30 samples of four groups (leader, village health volunteer, elderly and housewives) were chosen by purposive selection technique from the leaders in the community and three health personnel in Muenghong Health Center .The questionnaire consisted of demographic data and questions measuring the level of satisfaction with health services before and after the project. In – depth interview and focus group discussion were used to determine the needs of health services development and provided the strategies of health services development of community and health personnel.

The results showed that clients had a high level of satisfaction with health personnel indicating they are clean and nice dressing, examination rooms are private and safe and the building is clean, well organized, with fresh air and enough light (73.6%, 55.7%, 53.3 % respectively). After this project the clients had a high level of satisfaction with health personnel indicating they are clean and nice dressing, polite and interested in client's problems and respond with willingness (100 %, 92.8<sup>o</sup>o. 92.8 <sup>o</sup>o respectively).

Health personnel had high confidence in applying knowledge to improve their performance and to increase their satisfaction.

The health services development needs of participants were environmental development, health services technique development and public relationship development.

In conclusion, community involvement in quality of health services development using AIC training can improve quality of health services.

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## ABBREVIATIONS

<b>MOPH</b>	=	Ministry of Public Health
<b>MCH</b>	=	Motherland and child Health
<b>EPI</b>	=	Expanded Program of Immunization
<b>AIC</b>	=	Appreciate Influence Control
<b>DHCC</b>	=	District Health Cooperation committee
<b>ANC</b>	=	Antenatal Care
<b>CIPP</b>	=	Context, Input, Process, Product Model
<b>SAO</b>	=	sub – District Administration Organization
<b>PHO</b>	=	Primary Health Care
<b>PCMO</b>	=	Provincial Chief Medical Office