

ABSTRACT

Thesis Title : The Effectiveness of Co-ordination Between Public and Private Sectors in Providing Social Services. A Case Study of Air-Ambulance Project.

Student's name : Lt. Kerkkong Kusmitti

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Advisory Committee :

1. Asst. Prof. Wutisak Lapcharoensap. Chairperson
2. Assoc. Prof. Dr. Suraphol Rajbhandaraks.
3. Assoc. Prof. Sathian Homkachorn.

The attempt of this research is to find out the effectiveness of coordination between public and private sectors in the air ambulance project. Three main variables were identified to affect the project efficiency, namely, resources, policy of coordination, and the standard of performance quality.

To make the evaluation, this research targeted three main groups of those who were involved with the project. The working staff of the project itself constituted the first target of samples. For this first group, 36 sets of questionnaires were distributed. The second group of respondents, with the sample size of 50 people, were the army's personnel who were directly or indirectly involved with the project. The third group consisted of 52 respondents who received the air ambulance services directly or indirectly. Besides using the questionnaires, this research also employed an indirect method of observation. The project administrators, patients, and patient's relatives were interviewed.

The result of this research indicated that:

1. The most important variable which had strong causal effect on the project efficiency was the coordination policy between the top administrators of both public and private agencies. Such policy would consequently bring about the possible resources and the improvement in the quality of performance standards of the project.

2. The project staff and those who once received the services pointed out that the cost of the services was very high, which unfortunately affected the price of the services the patient had to pay. The army personnel thought that the project itself was too commercialized and therefore should re-orient its nature toward social services.

3. The project staff and the army personnel differed widely on their opinion about the performance procedure and field coordination. But those who once got the services thought that the serious problem of the project was its problem of publicity, high cost, and lack of sufficient medical instruments.