

**Thesis title** Health Care Providers' Opinions on Home Health Care

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**Abstract**

The purposes of this study were to survey health care providers' opinions on home health care and to compare opinions of health care providers' in public and private hospitals. Sixty physicians and 240 professional nurses from both public and private hospitals in Amphur Muang Chiang Mai were selected by systematic random sampling method. Data were obtained from the questionnaire developed by the researcher. The content validity of the questionnaire was examined by the experts. The reliability of the questionnaire was 0.94. A total of 300 questionnaires were delivered to the samples and 298 of them (98%) were returned. Data was analyzed by percentage, mean, standard deviation, t-test and two-way ANOVA.

The results of the study revealed that 70.2% and 50.1% of the physicians and professional nurses, respectively in both public and private hospitals used to have experiences in home health care service. The samples showed that both public and private health organizations should support and collaborate in providing home health care service for clients including chronically ill, disabled patients, sick elderly, mother and child, terminally ill, healthy elderly and psychiatric patients respectively.

Regarding to opinions on home health care service, it was found that,

1. The opinions of physicians and professional nurses on home health care service based on marketing mix concept were as follows ;

1.1 Most of the samples strongly agreed with the product/ service area ( $\bar{X} = 4.15, 4.17$ ) particularly in the items of the objectives and types of home health care service which included medical and nursing care, prevention, promotion and rehabilitation.

1.2 Most of the samples strongly agreed with the place area ( $\bar{X} = 3.90, 3.89$ ) particularly in the items of 24-hour and holiday service, transportation to and from the hospital, and continuation and accuracy of care.

1.3 Most of the samples strongly agreed with the price area ( $\bar{X} = 3.88, 3.86$ ) particularly in the items of reasonable service charge that was clearly written and posted. The clients should be responsible for the payment which might be reimbursed from the clients' working place or respective health insurance company. The samples underlined that home health care service would reduce the expense of both the clients and the hospitals and would increase the availability of the beds for other patients.

1.4 Most of the samples strongly agreed with the promotion area ( $\bar{X} = 4.13, 4.22$ ) particularly in the items of the promotion of public knowledge and understanding of home health care service. The public relation could be organized in various ways including poster and paper presentation.

2. Over all the mean scores of opinions of physicians and professional nurses on home health care service, based on marketing mix concept including product/service, place, price and promotion, were not different.

3. The mean scores of opinions of physicians and professional nurses of public and private hospitals, based on marketing mix concept, showed that opinions about price and promotion were not different. However, the mean scores of opinions on product/service and place were statistically significant different ( $p < .05$ ). The mean scores of opinions of physicians and professional nurses in the public hospital were higher than those in the private hospitals.