

3938099 PHPH/M : MAJOR : HEALTH ADMINISTRATION ; M.Sc (PUBLIC HEALTH)

KEY WORDS : FRONT LINER PROJECT DEVELOPMENT / MANAGEMENT

PROCESS / COMMUNITY HOSPITAL

NONGLAK PRATHUNGPRISRI : THE MANAGEMENT PROCESS OF THE FRONT LINER DEVELOPMENT PROJECT IN COMMUNITY HOSPITAL OF KAMPHANGPETCH PROVINCE. THESIS ADVISORS : PIYATHIDA TRIDECH, Dr.P.H., WONGDYAN PANDII, Dr.P.H., SATHAPORN WONGJAROEN, M.D., RAWADEE DUMPRAPA, M.Sc.(PUBIC HEALTH ) 121 p. ISBN 974 -663-080-6

Most community hospitals are still facing poor quality of integrated health care provision due to ineffective system administration. This research is to analyze the management process, for the development of the front liner project in Kamphangpetch community hospitals . The data were collected from January to March 30, 1999 by using performance data, interviews with 24 managers, and questionnaires administered to 354 people who received service of the hospitals. Percentage, mean, standard deviation were used for data analysis.

The findings revealed that 25.00 % of the front liner development project was effective. For the eight hospitals studied, level of service satisfaction was considered moderate by 65.6 % of people who received service. The management process of planning revealed that two out of eight hospitals had set up plans for continuous performance. Organizational structure had been clearly established in all eight hospitals. Staffing, in sufficient manpower in particular, was the major managerial problem of community hospitals. There was lack of continuous evaluation in directing and controlling. In the two best hospitals 80 % of service satisfaction was high. The suggestion from this study is to provide training and workshops for increasing technical skills and education. The importance of planning by management concerning the recording process must be realized. Continuous evaluation for performance development planning is also needed to continue to improve hospitals.