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CHANE KUNPOOM : A MODEL ANALYSIS AND DEVELOPMENTAL
GUIDELINES FOR THE HEALTH CARD SCHEME ADMINISTRATION OF PROVINCIAL
PUBLIC HEALTH OFFICES IN CENTRAL REGION. THESIS ADVISORS : THONGLAW
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This survey research aims to analyze an existing model and to identify developmental guidelines for the health card scheme administration of provincial public health offices in 25 provinces in Central Region. A total of 98 health personnel were included in the study and subjected to mailed questionnaire. There were 86 completed questionnaires (87.8%) returned for data analysis using descriptive statistics in terms of percentages, means, standard deviation, multiple regression and backward elimination method.

The findings reveal that a model for the health card scheme had a concrete structure and strategy with clearly defined job description and job assignment on the annual action plan. In its system aspect, there were some problems as related to rigid rules and regulations. The staff were housed by two health personnel working closely with administrators and other colleagues. A participative management style was adopted to allow subordinates to take part in decision-making process without definite shared values. The main problems were complicated financial and accounting system without care cost standardization. Their opinions on developmental guidelines for the health card scheme administration were significantly related to their training and education level ($p < 0.05$).

It is recommended from the study that all personnel pay more attention to health card scheme and participate in planning process with continuous training. A computer system and Diagnosis Related Groups (DRGs) should be employed. The administrator must develop their good leadership techniques and teambuilding skills. Shared values must be clearly formulated by all involved personnel for carrying out the scheme effectively and efficiently.