

4036725 PHPH/M : MAJOR : HEALTH ADMINISTRATION; M.Sc. (PUBLIC HEALTH)

KEY WORDS : SATISFACTION/ INSURED PERSONS/ OUTPATIENT DEPARTMENT

THUNYATHORN THUMMARAK : SATISFACTION OF INSURED PERSON TOWARDS HEALTH CARE SERVICES AT THE OUTPATIENT DEPARTMENT, PRANANGKLAO HOSPITAL. THESIS ADVISORS : NAWARAT SUWANAPONG, PH.D. CHAWEEWON BOONHSUYAR, M.SP.H. (BIOS). NARIT OONPROM, MD, DIP. BOARD OF INT. PED. 103 p. ISBN 974 – 662 – 817 – 8

There is an increasing trend of insured persons to select Pranangklae Hospital. The hospital has a policy to improve the quality of the facility, personel and services systems. The purpose of this cross – sectional explanatory study was to measure the insured persons' satisfaction with health care services at the OPD of Pranangklae Hospital. In addition, this study was set up to determine the relationship between knowledge of social insurance act, accessibility, insured persons' perception of service quality and insured persons' satisfaction. The data were gathered during April 1 – May 28,1999 at OPD of Pranangklae Hospital. Three hundred and seventy seven insured persons were interviewed with a structured questionnaire.

The results revealed that the majority of insured persons were female (69.8%), with an average age of 32 years, (48.5%) had finished primary school, and the average income was 6,174 baht per month. The overall satisfaction level was moderate(69.5%). Satisfaction with coordination was at high level (56.8%), and satisfaction with medical information was at low level (20.7%). Insured persons' knowledge of social insurance was good (14.6%). Insured persons' accessibility level was also good (14.6%) and insured persons' perception of service quality was at moderate level (75.6%). The analysis of the relationship between each of the factors and insured persons satisfaction indicated that accessibility and insured persons' perception of service quality were positively correlated to insured persons' satisfaction. However, insured persons knowledge of the social insurance act was negatively correlated to insured persons satisfaction. The results of multiple regression analysis indicated that the statistically significant relative contributors could explain variation in insured persons' satisfaction but not total variation in insured person's satisfaction. From this study it was suggested that satisfaction of insured persons at Pranangklae Hospital could be increased by improving many factors such as : Keeping the outpatient department clean and tidy, maintaining courtesy and empathy to insured persons, careful examination by doctors, extending services by enhanced clinic network and providing knowledge of social insurance act and service information to insured person at the workshop, all will contribute to increased insured persons' satisfaction.