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CHUENJIT POTISUPSUK : THE DEVELOPMENT OF REFERRAL
SYSTEM FOR PREGNANT WOMEN IN BMA THROUGH PARTICIPATIVE
MANAGEMENT APPROACH. THESIS ADVISORS : THONGLAW DEJTHAI,
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A participative management approach was applied in this research in order to develop collective leadership for identification of a more effective two-way referral system for pregnant women in BMA. The methodology of the action research design, both quantitative and qualitative, were utilized to describe the process and outcome of the development of a referral system through participative management. The research team consists of administrators, and service providers, who were involved in a referral system between 25 health centers and Vajira Hospital. The research results showed that the confounding factors involved in poor achievement of participative management were the communication gap among team members, the hierarchy of government personnel, the formal environment of seminars and the dominant expressions of some participants among large groups of attendants. The favorable factors affecting good expression of opinions among participants were small group discussion and feedback of results of revised implementation methods. Although subjects had poor achievement of a participative management, they could reduce some problems of the two-way referral system for pregnant women. Those are : incomplete information on ANC referral form, unacceptable serological test performed at the health centers, record of HIV test in ANC referral form and no referral of 1-2 ante natal visits to the hospital before delivery. The opinions about these problems after the first and second seminar were significantly different. The mean score of consumer satisfaction was at a medium and high level after the second seminar. The comparison test of consumer satisfaction between the first and second seminar were significantly different in hospital history taken (p -value = .012) and recheck for serological test (p -value = .018). It is recommended that all involved parties, especially top administrators and service providers be well prepared for their full participation before launching the program.