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KEY WORD : 7-S ADMINISTRATIVE MODEL / HEALTH PROMOTION /
COMMUNITY HOSPITAL

SOPA JANNOPPARAT : A MODEL ANALYSIS AND DEVELOPMENTAL
GUIDELINES FOR HEALTH PROMOTION SECTION ADMINISTRATION OF
COMMUNITY HOSPITALS IN REGION 2. THESIS ADVISOR: BOONYONG
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The objectives of this study are to analyze an administrative model Health Promotion Section and to identify developmental guidelines for improving the operation of community hospitals in region 2 based on 7-S framework of McKinsey. The subjects of the study consisted of 139 persons working for the Health Promotion Section in 38 community hospitals. Statistics used for the analysis of data included frequencies, percentage, mean, standard deviation, t-test and One-way ANOVA.

The results of the study show that the administrative model of Health Promotion Sections of community hospitals in region 2 was moderate as compared to management principles. Structure and staff were good while strategy, style, skill and shared value were moderate but the system was poor. Some problems were found in strategy, system and staff. Most health promotion personnel could not participate in setting objectives for action plans or implementing new projects. The system was complicated with heavy work load for a limited number of staff. However, the section heads had human skill and practiced their middle-of-the-road style with considerable conceptual skill. Section heads with different educational and position-classification levels had significant differences in their opinions toward the administrative style. Section heads also had significantly different opinions from their staff as related to the administrative style.