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DAORUNG THUNYAWATANAKUL; FACTORS AFFECTING MEDICAL BENEFIT SCHEME UTILIZATION OF EMPLOYEES AT THE TOBACCO MONOPOLY HOSPITAL. THESIS ADVISOR; THONGLAW DEJTHAI, D.H.Sc., VASON SILPASUVON, Dr.P.H., PEERA KRUEGKRUENJIT, M.Sc., THASANA SARTSATID, M.D., F.R.C.S.O. 146 p. ISBN 974-661-024-4

The medical benefit scheme provided by the Tobacco Monopoly Hospital has some weaknesses that cannot meet to employees' needs. This study aims at exploring factors influencing the medical benefit scheme utilization of employees at Tobacco Monopoly Hospital. Data were obtained from 300 employees through direct interview and questionnaires. Frequency distribution, percentage, mean, median, standard deviation, t-test, Chi-square and discriminant analysis were used to analyze data.

The results reveal that the majority of employees (80.0%) used the medical benefit scheme at the Tobacco Monopoly Hospital. The discriminant analysis shows that important influencing factors were quality of care, courtesy, convenience of care, benefit of care, co-ordination, perceived medical benefit scheme, education, information and perceived severity. These factors could discriminate the used-group from no-used group with a predictive value of 77.0 percent. It is, therefore, recommended that the image of hospital be enhanced by maintaining standard and quality of services as related to accessibility and courtesy. The appropriate benefits should be emphasized with constant and direct communication to all employees, especially the low educated group. The administrative and managerial processes of Tobacco Monopoly Hospital should be improved to match with private hospital standards while maintaining the same benefits and enabling employees to be rational in choosing a medical benefit scheme.