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KEY WORD : 7-S ADMINISTRATIVE MODEL / HEALTH CONSUMER PROTECTION/
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PRASART LIMDUL: A MODEL ANALYSIS AND DEVELOPMENTAL GUIDELINES FOR HEALTH CONSUMER PROTECTION ADMINISTRATION OF THE PROVINCIAL HEALTH OFFICES IN REGION 2. THESIS ADVISOR: THONGLAW DEJTHAI, D.H.Sc., CHAINAT JITWATNA, M.P.H.M., SANIT CHUJAVAN, M.Sc., SUPPAGUN CHANTAWONG, M.P.H., 179 p. ISBN 974-589-944-5.

The performance of health consumer protection in rural areas is still below the target due to a lack of efficient management. The main objectives of this research are to analyse the existing management patterns, and to identify their developmental guidelines based upon 7-S framework for health consumer protection administration of provincial health offices in Region 2. The qualitative research techniques were applied to collect data from 75 key informants including administrators and staff responsible for health consumer protection in 5 provinces by in-depth interview and focus group. A logical analysis based upon theories, laws and regulations was adopted to interpret related information.

The results of the study reveal that the overall work structure of every province was centralized. All of them had action plan as the strategy but without any stated strategic goals for the organizations. No written procedure for operation systems was found. Almost all of the personnel had completed only a certificate level. The personnel development system did not have definite future plans. The management style of key administrators was oriented only in planning without monitoring and evaluation mechanisms. None of them had any distinctive skill. Their skills regarding health consumer protection activities were rated between fair and good level. No concrete shared value was present. The developmental guidelines were concentrated on the formality of a committee for each management level. Strategic goals and operation systems should be formally established. The communication skills of administrators should be improved. Specific shared values should be developed and articulated in every office.