

The Management of Quality Assurance System of Thai Private Hospitals

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Abstract - The quality of medical services must be taken consideration and prominently regarded as the most important factor in management of quality assurance system, because such services play vital roles in representing of its reputation, image, credibility and achievement with highly trained medical specialists, in particular. The influential factor for its sustainable management is also included the electronic services channels such as website and direct line for medical information in order to meet customers' demands and satisfaction, and good governance and high medical technology applied in management system with a view to enhancement of the efficiency effectiveness and other convenience in its medical services.

Keywords - Quality Assurance System Management, Thai Private Hospital

I. INTRODUCTION

In the present days, the general hospitals, the private ones, in particular, have been prominently played roles in medical services with sophisticated instruments and the medical specialists to meet the customer requirements both in nationwide and the global levels, such requirements, not only newly innovated medical technologies had been invested, but also quality system such as JCI, HA, ISO have been continuously applied. Due to competitive advantages, the medical hub had been finally established in order to become outstanding.

Medical center with a view to enhancement of its potential in medical services. Quality assurance system management, therefore, had been inevitably held prominent key factor for

its efficiency, covering efficiency, effectiveness, personnel commitment and customer satisfaction in all levels both nationwide for standardization and global, medical treatment.

II. RESEARCH OBJECTIVE

- To study influential factors of quality management system in Thai private hospitals.
- To provide guidelines in quality management system for Thai private hospital.

III. RESEARCH RESULTS

According to the mixed methods, both quantitative and qualitative [2], the result revealed that most of them are nurses, aged during 31-40 years under graduated, not yet married earned in 25,001-50,000 baht.

In quality system management on medical services the personnel had been by overall very satisfied in the medical service process was vital to the primary goal of private hospitals, equivalent assessment measurement of effectiveness with the primary goal of providing medical services and establishment of a service system with professional standards.

Management of medical services is something that management must prioritize, from the recruitment, the selection of hospital doctors, especially the qualifications of the doctor's time to work, there is a system that will screen the doctor has the ability to master this particular field of expertise. When it comes to training, including work as a team (teamwork), providing academic knowledge. The allocation of specialized personnel and skills to achieve mission, especially patient

care. The type of personnel needed to be aligned with the service direction in each section, selection systems, evaluation, appointment of effective personnel in development, and organizational structure are important to human resource development [3].

The service provider must have a professional standard in place to work on where to place the service, what services are available and to set professional standards in various professions, having the Medical Council and the Professional Council supervise the professional standards, the promulgation of laws, such as the Nursing Education Act, Public Health Act, Environment and Safety Act etc., in which the personnel who perform the work must meet the qualifications required to obtain a professional certificate.

Professional responsibilities, Human Resources who are legally qualified professionals have a direct duty to pursue their profession professionally and maintain professional ethics or ethics. Failure to perform professional duties may result in professional misconduct, for example being chastised to warn of probation, suspension of license up to the maximum is the license revocation that the management must support and encourage the personnel to perform their duties or professionally fulfill all obligations in a standardized manner and maintain ethics or ethics in the profession. Professional standards services in Thai private hospitals will be based on the standards of the various colleges of the country.

High standard private hospitals will have Benchmarking with the hospital in the country, Medical School and at global level must be international standard to indicate that the service is excellent by the top executives set the policy to communicate to the personnel level, define the policy through vision, mission how to excel and how many years. Then communicate to deploy from each level down to the lowest level so that all personnel in the hospital understand the direction of the hospital is clear direction. Executives communicate to the lower level to be recognized in order to head the same direction

with the management.

In good governance, the personnel had very satisfied in ethics, honesty, sincerity, working hard, disciplines, the creativity, rules of law, corporate principles and transparency in administration.

Good Governance, Workers must pay close attention to good governance in the area of ethics, patient rights and providing transparency for shareholders, suppliers, and patients, taking into account cost savings, reduced fraud, reduce loss, transparency clarity is essential in this business line.

Most large private hospitals are listed on the stock exchange. Therefore, Code of Conduct is important, including the ethics of executives who must do or not to do that will Conflict of interest that executives know by common sense should have a Code of Conduct that should be observed or something should not be done to oversee senior executives, the middle managers that must have good governance, especially hospitals, these matters cannot be separated from normal work to the worker as part of corporate culture.

Satisfying patients cannot measure just in the dimension of satisfaction only, have to take into account customer engagement, emphasizes patient safety, focusing on the needs of the patient to ensure that the personnel performs their job efficiently by taking into account the patient and equality for everyone. If you get good care from the hospital what the patient expects is reasonable and fair.

Management strategies are reviewed each year. The hospital will review the plan of the past year, set direction for next year, and have a plan from the executive. The management strategies that each year will be adjusted to the situation each year to achieve the goal. Swot Analysis been the true data in all dimensions or not before it was defined as a strategic plan, data is important for a strategic decision; it will make to achieve the target's success.

In terms of technology it revealed that they had been very satisfied in disease diagnosis, time reduction, treatment plan, accuracy of measurement, decisions, limited allocations, smooth operation, and productiveness and improvement of internationalization.

Hospitals use all technologies to assist in medical treatment. The investment in medical technology depends on many factors of each hospital. The executives foresaw the main target of the hospital. Action plans and policies require investment in advanced medical equipment. Advanced medical equipment to enable specialized physicians to have access to new technologies for using in the diagnosis of patients that the service of advanced medical equipment requires a good care system in order to make the patient's disease diagnosis accurate and to take into account the main value for money.

In addition, information technology (IT) can be used to help online patient information systems. This helps in patient safety and reduces waiting time, such as Appointment Online can help the management for doctor appointment even checking the insurance claim. It uses the Fax Claim Online system, which reduces the duration of claims, assists in reducing the time it takes to wait for a return home.

The ideal technology can be divided into four categories: 1) Technology makes service faster than normal, 2) Technology makes the treatment more accurate reduces mistake more, 3) Technology can reduce the risk, and 4) The technology is easy to use.

IV. RESULT DISCUSSION

Most executives place emphasis on the importance of medical services as factors that influence the quality management system of Thai private hospitals. The medical service process plays an important part in the primary goal, image and reputation of the private hospital. Governance-based factors, it is committed to operating in accordance with the law, in accordance with good governance and

focus on transparency, rule of law, morality and value in the administration on satisfaction the quality management system of Thai private hospitals because of the quality of service is provided patients quickly and easily.

The medical services of Thai private hospitals have a direct influence on patients because of its reputation, the image, the hospital's credibility comes from quality personnel. Work out and get good response from patients. The management of medical service factors must focus on the personnel. It need to start from the selection, recruiting personnel to provide medical services to patients. This is in line with the concept of Armstrong M. (2010) [1] as well as Patient Safety with emphasis on safety that affects patient care. This is the WHO World Health Organization concept. And there is a need for quality systems to guide the way people work. That helps build confidence, trustworthiness to patients that this is in line with Maslow's Needs, which outlines the physical needs, security and stability and social needs for patients with a desire to recover and safe to maintain. Workers need to look in terms of reducing potential risks from work. Can be used as a basis for research to improve the work process.

The third party on the payment of treatment which must be trusted by the company, which must be screened that the hospital standardized treatment to prevent unwanted expenses. If the hospital does not manage the quality system to meet the standards, this will result in problems with the cost of poor quality (COPQ) in case of a failure in the quality system is not standard.

The patient care process that covers the promotion, prevention, treatment and rehabilitation has a standard clinical practice guideline. Evidence-based patient care processes are constantly being studied in the field of medical. Medical providers must have knowledge, skills and abilities as well as professional ethics. It also creates the best collaborative network of experts both domestically and internationally become a

collaborative network of expertise, bringing knowledge, process, technology, innovation, and maintenance to exchange for development to excellence.

Good governance of Thai private hospitals is essential. This has a great influence because it is the key to building trust for the hospital. Because Good Governance is essential in this line of business that is in line with the concept of the Office of the Prime Minister's Regulation on the Establishment of Good Governance (2542) [4], good governance is related to professional ethics, in particular about the Ethics, the Rule of Law, Accountability, and Value for Money. Medical treatment is about the lives of people involved. Private hospitals are sensitive, respect for patient rights Medical service with professional standards. Governance is what sustains a successful and sustainable organization.

Providing information on expenses to patient, alternative treatment or patient's rights get involved in the decision to choose which type of treatment. Take into account cost savings, reduce fraud, and minimize unnecessary losses, including the value for money that the patient receives from the treatment is a reasonable cost of treatment. In addition, community care near the hospital is a must. There is social responsibility not to release toxins, waste water, waste separation, get rid of toxic waste properly. The support team has been sent to the community nearby hospital in providing knowledge about the disease for the people in that area. Consequently, good governance must be integrated with private hospitals in order to lead the organization to achieve sustainable success.

Patient satisfaction is the most influential factor affecting quality management of Thai private hospitals. Executives need to create quality-oriented workforce, teamwork, risk awareness and security. There is a culture that accepts assessment. Ready for change, meet the needs of the patients to provide services from the satisfaction from the personnel to perform effectively. Give equality to everyone and all levels involved. If the patient receives

good care in what the patient expects.

Patient Centric, taking into account patient needs. Incorporate customer feedback, Incident collection systems, and develop processes to reduce or prevent recurrence. Use of evidence base to provide support to develop, maintain and return information to set a strategy.

Custom Satisfaction should be measured consistently. Make patients more comfortable. The effect of better treatment. Less hurt Recover faster to improve the work process better. Pay attention to the patient doing what the patient did not request, but the hospital gave the patient satisfaction.

The technology for medical services is one of the least important factors for all four factors to be used for accurate treatment. Reduce errors, reduce risk, and facilitate convenience. Make the service faster. Technology is divided into two types of modern technology for treatment. A technology that facilitates the technology in medical services is a matter of investment.

Technology for medical services is one of the least important factors in all four aspects. Used for accurate treatment, reduce mistake, reduce risk, assist to facilitate, make the service fast. Technology divided to two, one is modern technology for treatment and the other is technology that assist to facilitate. The medical service technology is the investment matter.

The technology selection criteria must match the customer segment, is the technology for easy to use equipment. There is training in using technology tools to make the most out of the tool investment. Utilizing the core values of technology to address the needs and needs of patient and have the choice to access technology innovation and modern medical equipment. It helps to diagnose the disease so that it can be diagnosed accurately and precisely, leading to the most effective treatment.

V. SUGGESTIONS

1. The hospital must select the quality management system in accordance with its context to yield the maximum benefit. Each hospital has different strength, weakness, opportunity and threat therefore the quality management system of each hospital does not have to be the same or in similar pattern. The budget allocation of each hospital also depends on the customer base and the direction of Quality management of the hospital.

2. The caring of wellbeing of personnel such as welfare for their family, give importance to pleasure in work and the workplace can strengthen employee engagement and work motivation.

3. In order to operate the most effective management policy, the management must understand the needs of all the operating personnel because no matter how good the management policy is, if the personnel do not put it to work or the policy cannot be put into practice, hence, it will not give the result as expected.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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