

STRATEGY FOR INCREASING EFFICIENCY AND EFFECTIVENESS OF THAILAND'S PUBLIC HEALTH SYSTEMS IN COVER AN AREA COMPLETELY

Watcharakorn Lertduailap¹, Tanapol Kortana², Chompoo Saisama³

¹Student of Doctor of Philosophy Program in Innovative Management, Suan Sunandha Rajabhat University

Email: s66584945031@ssru.ac.th

^{2,3} Doctor of Philosophy Program in Innovative Management, Suan Sunandha Rajabhat University

Email: Tanapol.ko@ssru.ac.th², Chompoo.sa@ssru.ac.th³

ABSTRACT

The research study on Strategy for Increasing the Efficiency and Effectiveness of Thailand's Public Health System Covers an Area Completely. The research objectives are 1) To study the variables that Increase the Efficiency and Effectiveness of Thailand's Public Health System in covering an Area Completely and 2) To study the influence of variables; leadership, collaboration, and skill development among Ministry of Public Health personnel on the efficiency and effectiveness of Thailand's public health system. And 3) To develop a model for increasing the efficiency and effectiveness of Thailand's public health system by covering an area completely. In the mixed method research with quantitative and qualitative methods, there are 300 populations of sample size and 20 random sampling. The research instrument was used in in-depth interviews in this research.

Keywords : Strategy, Increasing Efficiency and Effectiveness, Thailand's Public Health System's

INTRODUCTION

The public health system is a system that provides public healthcare for people or provides free public healthcare through the Ministry of Public Health by the government. In Thailand, there are many of public health systems that has been accepted by many countries and this is of another important income for Thailand. However, there are still lacking is that the government, especially the Ministry of Public Health still needs to arrange a Strategy for Increasing the Efficiency and Effectiveness of Thailand's Public Health System in Cover an Area and this is the reason to become of this topic Strategy for Increasing Efficiency and Effectiveness of Thailand's Public Health System's in Cover an Area Completely. (Ministry of Public Health, 2561) In the present day, there are many government organizations that are successful in terms of effectiveness and efficiency and it can be applied to a model to be applied for the expansion and provision of first- rate public health services (Worapoj Promsattayapoj, 2007). The public healthcare system should be recognized at an international standard level in order to be widely accepted (Wang Z, 2016)

According to the Ministry of Public Health's strategic plan, with excellent management models and strong leadership from both the government and the ministry, the goal is to comprehensively develop the service delivery model. This aims to improve service efficiency and make healthcare more accessible to the public. Additionally, strategies for timely prevention, treatment, and rehabilitation will be implemented. These efforts are expected to yield effective results and achieve the envisioned goals within the next 10 years. (2034), in Best Scenario, Challenge Scenario, and Growth Business Plan as follows

1. All citizens can access comprehensive, efficient, and effective healthcare services, including preventive care, treatment, and rehabilitation
2. All citizens enjoy good health and happiness.

3. A good society, a good life, and a strong economy. "Happy, Safe, and Healthy."

OBJECTIVES

1. To study the variables that Increase the Efficiency and Effectiveness of Thailand's Public Health System in covering an Area Completely
2. To study the influence of variables; leadership, collaboration, and skill development among Ministry of Public Health personnel on the efficiency and effectiveness of Thailand's public health system.
3. To develop a model for Increasing the Efficiency and Effectiveness of Thailand's Public Health System in covering an Area Completely

Scope of the Research

1. Population Scope: Populations 300 sample random 20 sampling
2. Variable Scope: there are 15 variables

Literature Review

The Concepts and Theories

1. Theory of increasing efficiency and effectiveness
2. Innovation in increasing efficiency and effectiveness
3. Leadership
4. Collaborations
5. Promote and develop the personnel skills in the healthcare system
6. Related research
7. Conceptual framework

The concept of literature

1. Theory of increasing efficiency and effectiveness There are the important factors and variables it was a direct effect on the success of the model of healthcare service (Bello SI,2010) Strategies that have a direct impact on increasing efficiency and effectiveness should take precedence actions that are easily accessible or easy. In the digital era, things can be implemented using both offline and online technologies. High-efficiency, low-cost operations will also be a critical aspect that directly determines success. (Decker MR, et al., 2012) Moreover, the important thing in healthcare service is to focus on the highest of necessities, the first thing to protect, treat, and cure. Importantly, it will be able to provide care for people who have access, comprehension, and development. (Fitzgerald JL,2013) To increase efficiency and effectiveness, a healthcare system should be comprehensively implemented. (Lloyd JE, and Teams,2008)

2. Innovation in increasing efficiency and effectiveness, has a direct impact on the evolution of healthcare service systems. There are examples of healthcare facilities that have adopted these innovations and garnered success, recognition, and awards from relevant organizations. (Worapoj Promsattayapoj, 2007). In addition, Innovation in work procedures is a variable of skill of personnel in the public health system need to be aware of, observe, and need to be. For example, the system for treating a serious epidemic of pink eye disease" in the northeastern region of Thailand, Khon Kaen

Hospital was responsible. There are many times of occurred and caused a lot of damage, and because this pandemic it was also an obstacle to the livelihood of the people. However, the hospital found that The best treatment scenario is that the treatment requires 3 drops of medicine and 3 different medicines and the eye drops causing the least burning or pain should be used first, and the last 3, which will cause the most burning or pain, should be applied last to reduce discontinuation of treatment because sometimes, when people come for treatment and feel pain, they do not continue the treatment, causing the treatment to be ineffective. This case study was be the innovation of work procedure (process) and it is the strategies that work successful (Tanapol Kortana, 2019). Introducing innovation to improve efficiency and effectiveness will contribute to increasing satisfaction in public care. (Moullin JC,2015)

3. Leadership: Leadership is also an important variable that has a direct impact on strategy creation and goal setting. Budgeting is also necessary to ensure that operations are performed successfully (Tanapol Kortana, 2021). The success of Thailand's public health system, a government entity, hinges on numerous critical factors. A paramount policy of the Ministry of Public Health and the government is to ensure that all citizens have access to comprehensive healthcare services. This objective can only be realized through a robust and effective implementation of such policies. (Health Systems Research Institute,2017) Leadership has an important part in the success of operations. (Macnaughton EL and Teams, 2008) A significant component is that leaders have both forward-looking control and continuing support to ensure that change occurs at all times, especially when the work requires checking unforeseen controls (Riphagen-Dalhuisen J,2013).

4. Collaborations: collaboration is also an important variable that has a in increasing efficiency and effectiveness strategy OKRs (Objective and Key Results) had important factors that direct impact of the target setting of performance (Tanapol Kortana. 2021) Especially in the public healthcare sector, there are various organizations involved, such as the Ministry of Public Health, the Ministry of Interior, and the Ministry of Social Development, among others. Therefore, collaboration is another key factor that directly influences the capacity to provide care for the public (Fitzgerald JL, 2013). Successful work requires cooperation from all sectors to create satisfaction and gain recognition (Levac D, and Teams, 2010). During severe pandemics, the factor that allows operations to continue smoothly is the core of effective work (Plagg B, 2021). To achieve efficiency and effectiveness, collaboration from all sectors is essential (Vermeulen SJ, 2009)

5. Personnel: Personnel has another extremely important factor for the effective and efficient implementation of policies. (Health Systems Research Institute,2017) An important quality or trait that healthcare personnel must have is the ability to continuously learn and develop both of Reskill, Upskill and New-Skill (Ista E and Team,2013) In addition, being a person with an adaptable personality or changing according to the environment and technology that are constantly changing will make the core of the work flow smoothly and achieve full success. (Langley A and Team,2013) , To create services that will make people satisfied, the important factor is that personnel must have public spirit or a heart that loves to provide services. (Lloyd JE,2008)

METHODOLOGY

The research have is a mixed-methods approach that combines quantitative analysis with data collection from stakeholders in Thailand's public healthcare system. Using Structural Equation Modeling (SEM), a sample of 300 individuals is selected at random using a population with 20 times the total amount of variables (15 variables). In addition, qualitative research is carried out through in-depth interviews with 20 Thai healthcare specialists and executives from significant organization. In-depth interviews are conducted with stakeholders from many sectors and areas, as well as experts from the Ministry of Public Health and other relevant organizations. These interviews aim to increase the system's efficiency and efficacy. The researcher held focus group conversations with about five people from each target category, and collected data for conceptual framework as figure 1.

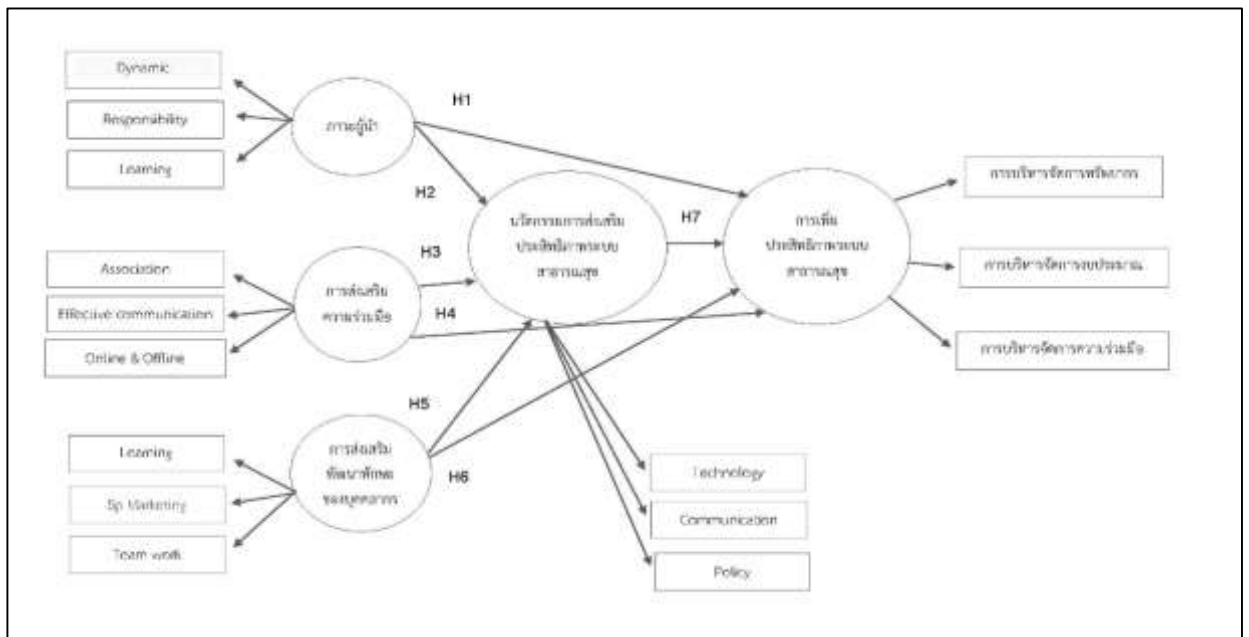


figure 1. Conceptual framework Strategy for Increasing Efficiency and Effectiveness of Thailand's Public Health System's in Cover an Area Completely

Discussion

Research findings that can be used to promote a potential develop in both efficiency and effectiveness will make people's lives more complete, safe, and satisfying. It can improve people's quality of life to meet standard standards, which is consistent with the national policy of ensuring equal access to care and reducing inequality in society (Minkler M, & Teams, 2010). Public health care plays a significant role in reducing social inequality (McNaughton EL, 2012). This research will help to increase potential at work. (Statement on Advancing Implementation Research,2014)

Recommendations

The role of public healthcare in providing the population's well-being and happiness must be increased to provide increased and inclusive coverage. It should provide possibilities for higher-quality care, address an increasing number of diseases, and prioritize prevention (Macnaughton EL, and Teams,2012) Developing a higher-quality healthcare system can reduce social inequalities, which is both a challenge and a crucial necessity that the government should be mindful of (Solimeo SL, 2015).

REFERENCES

- Ministry of Public Health. (2018). Public Health Administration Policy. Retrieved on November 16, 2018 from www.ayo.moph.go.th.
- Tanapol Kortana. (2021). Integrate Strategic Risk Management with Innovation Management. ISBN: 9786165723657. ISBN: 9786165654111.
- Tanapol Kortana. Mindset Transformation in the Digital Age. Nonthaburi: Leosa. ISBN :

9786165654111

- Worapoj Promsattayapoj, 2007. Local public health services. Bangkok: Expertnet.
- Bello SI. Challenges of DOTS implementation strategy in the treatment of tuberculosis in a tertiary health institution, Ilorin, Nigeria. *African Journal of Pharmacy and Pharmacology*. 2010;4(4):158-64.
- Decker MR, Frattaroli S, McCaw B, Coker AL, Miller E, Sharps P, et al. Transforming the Healthcare Response to Intimate Partner Violence and Taking Best Practices to Scale. *Journal of Women's Health*. 2012;21(12):1222-9.
- Fitzgerald JL. Supervised injecting facilities: a case study of contrasting narratives in a contested health policy arena. *Critical Public Health*. 2013;23(1):77-94.
- Health Systems Research Institute. Directions and Research Policy, 29 July 2017 [Available from: <https://goo.gl/kTto8j>]. (in Thai)
- Ista E, van Dijk M, van Achterberg T. Do implementation strategies increase adherence to pain assessment in hospitals? A systematic review. *Int J Nurs Stud*. 2013;50(4):552-68.
- Langley A, Santiago CD, Rodriguez A, Zelaya J. Improving implementation of mental health services for trauma in multicultural elementary schools: stakeholder perspectives on parent and educator engagement. *The Journal of Behavioral Health Services & Research*. 2013;40(3):247-62.
- Levac D, Colquhoun H, O'Brien KK. Scoping studies: advancing the methodology. *Implementation Science*. 2010;5(1):69
- Lloyd JE, Wise MJ, Weeramanthri T. Changing shape: workforce and the implementation of Aboriginal health policy *Australian Health Review*. 2008;32(1):174-85.
- Matthews A, Jackson Pulver LR, Ring IT. Strengthening the link between policy formulation and implementation of indigenous health policy directions. *Australian Health Review: a Publication of the Australian Hospital Association*. 2008;32(4):613-25.
- Macnaughton EL, Goering PN, Nelson GB. Exploring the value of mixed methods within the At Home/Chez So housing first project: a strategy to evaluate the implementation of a complex population health intervention for people with mental illness who have been homeless. *Canadian Journal of Public Health = Revue Canadienne de Sante Publique*. 2012;103(7 Suppl 1):eS57-63
- Minkler M, Garcia AP, Williams J, LoPresti T, Lilly J. Si se puede: using participatory research to promote environmental justice in a Latino community in San Diego, California. *Journal of Urban Health: Bulletin of the New York Academy of Medicine*. 2010;87(5):796-812.
- Moullin JC, Sabater-Hernandez D, Fernandez-Llimos F, Benrimoj SI. A systematic review of implementation frameworks of innovations in healthcare and resulting generic implementation framework. *Health Research Policy and Systems*. 2015;13:16.
- Plagg B, Piccoliori G, Oschmann J, Engl A, Eisendle K. Primary health care and hospital management during COVID-19: lessons from Lombardy. *Risk Manag Healthc Policy* 2021;14:3987-92
- Riphagen-Dalhuisen J, Frijstein G, van der Geest-Blankert N, Danhof-Pont M, de Jager H, Bos N, et al. Planning and process evaluation of a multi-faceted influenza vaccination implementation strategy for health care workers in acute health care settings. *BMC Infect Dis*. 2013;13:235.
- Statement on Advancing Implementation Research and Delivery Science [Internet]. 2014 [cited 29 July 2017]. Available from: <http://www.tractionproject.org/sites/default/files/Statement%20on%20IRDS.pdf>.
- Solimeo SL, Ono SS, Lampman MA, Paez MB, Stewart GL. The empowerment paradox as a central challenge to patient centered medical home implementation in the veteran's health administration. *Journal of Interprofessional Care*. 2015;29(1):26-33.
- Vermeulen SJ, Anema JR, Schellart AJM, van Mechelen W, van der Beek AJ. Intervention mapping for development of a participatory return-to-work intervention for temporary agency workers and unemployed workers sick-listed due to musculoskeletal disorders. *BMC public health*. 2009;9:216.
- Wang Z, Norris SL, Bero L. Implementation plans included in World Health Organisation guidelines. *Implementation Science*. 2016;11(1):76.