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DEVELOPMENT OF THAI TRADITIONAL MEDICINE SERVICE AT SRINARONG HOSPITAL IN SURIN PROVINCE OF THAILAND

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ABSTRACT

This research was an action research that targeted to develop the quality standard of Thai Traditional Medicines services. The focus area was at Thai Traditional Medicine Service Center in Srinarong Hospital, Srinarong District, Surin Province, Thailand. The model applied in this research was PAOR Model that consisted of four operational processes. P-Plan was the first process that service provider had to specify the service strategy, service direction, and action plan for Thai Traditional Medicine services. A-Action was the second process that service provider had to act and drive the success of P-plan. O-Observe was the middle process that service provider had to concentrate especially on the evaluation and participatory to small group care users. R-Reflection was the significant process that consisted of two-way communicative learning and comparing on the quality of participatory both before and after receiving Thai Traditional Medicine service. Data sources of this research were questionnaires and unstructured interviews. The collected data were analyzed by using percentage, mean, standard deviation and pair t-test. This research proved that the development of Thai Traditional Medicine service at Thai Traditional Medicine Service Center in Srinarong Hospital increased the levels of understanding in quality service standard. Besides, to compare the participation with basic knowledge, it found that after the development of Thai Traditional Medicine service the average score of participants was increased at significant level .05. In conclusion, the successful development needed a continuity of PAOR Model in order to implement problems that may cause in any situation.

Keywords— development, Thai Traditional Medicine service, PAOR Model

INTRODUCTION

The Ministry of Public Health's policy promoted the services of Thai Traditional Medicine in the community's public services for being a choice of all patients for disease treatment included a health promotion of Thai Traditional Medicine along with modern medicine, and for being a promotion on knowledge and understanding of applying herbs accurately and appropriately by the personnel of public health services who was trained from Thai Traditional Medical Institute. The 4th–10th National Economic and Social Development Plan focused on a development of Thai Traditional Medicine, the 8th edition (1997–2001) specified in the guideline no.4 that it should have an integration of Thai Traditional Medicine in the public health services system for being a choice of all for health services which Thai Traditional Medicine consisted of Thai massage, herbal massage, herbal sauna, disease diagnosis and applying herbs (Thai Traditional Medical Institute, 1997, Page 15). The 9th edition (2002–2006) specified in Thai Traditional Medicine on the target of health development in issue no.4.9 and the 5th strategic plan focused on providing a protocol for data administration, enhancing Thai wisdom to the international wisdom by providing a research methodology, strengthening Thai wisdom and integrating with the system of education and public health services especially in the 10th National Health Development Plan as the current edition which aimed to develop the sufficient health system.

Surin Provincial Public Health Office as a provincial branch of National Health Security Office provided the development plan for Thai traditional medical system to drive a standard of Thai traditional medical system in quality and safety for all patients of Srinarong Hospital, Srinarong sub-district, Surin province, one of local hospitals which provided Thai Traditional Medicine services since 2001 but the performance of integrative services revealed that an amount of the patient was not covered due to there was no public relations and the empirical data of their requirement, type of services, readiness of information system and the insufficient personnel indicated that there were few patients and the achievement on standard of Ministry of Public Health

was in the low level (60 percent) but it was not achieved on standard of Ministry of Public Health as Surin Provincial Public Health Office defined.

The researcher aimed to develop Thai Traditional Medicine services for all patients of Srinarong Hospital, Srinarong sub-district, Surin province for their maximum satisfaction for the system development on Thai Traditional Medicine service of Srinarong Hospital, Srinarong sub-district, Surin province in the future included providing the quality services of personnel in order to solve and decrease various issues for the patients.

OBJECTIVE

This research aimed to develop the quality standard of Thai Traditional Medicine services.

METHODOLOGY

A. *Population and sample group*

There were 40 people from Srinarong Hospital consisted of; 1 director, 6 directors of Sub-district Health Promotion Hospital, 8 Thai Traditional Medicine Practitioners, 5 Assistants to Thai Traditional Medicine Practitioners, 5 experts of quality developments, and 15 leaders of Village Health Volunteer (VHV) at Srinarong District.

B. *Research tool*

Data was gathered by using the qualitative tools; interview questions and observation, and the quantitative tool; questionnaire for the participation in quality development on Thai traditional medical services consisted of 5 parts; *Part 1* – General information with the checklist questions both of closed-end questions and opened-end questions, *Part 2* – Knowledge of service quality development before and after the development with the multiple choices, *Part 3* – Participation in quality development on Thai Traditional medicine services by *Thai Traditional Medicine & Integrative Medicine Promoting Hospital Standard (TIPhS)* in the public services with 5 issues on the level of community participation by Office of the Public Sector Development Commission (Wirat Pansila, 2008), *Part 4* – Satisfaction towards Thai traditional medical services by standard of Thai Traditional Medicine in the public services (Rampan Saengmalai, 2009: 52) and *Part 5* - Standard of Thai Traditional Medicine in the hospital.

C. *Data collection*

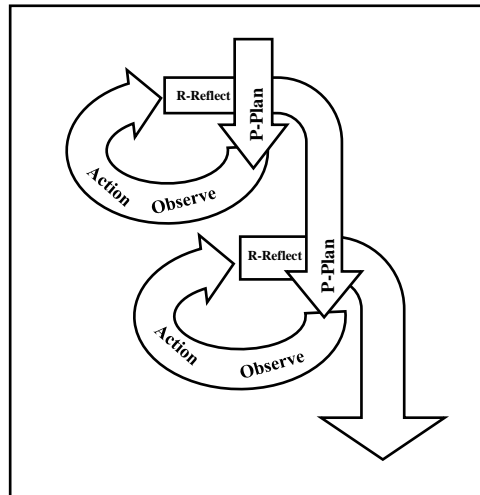
An action research defined the methods following Kemmis and McTaggart (1998) by using a spiral of self-reflection, see figure 1 (PAOR model) which consisted of 4 operational processes. 1) P-Plan was the first process that service providers specified the service strategies, direction, and action plan for Thai Traditional Medicine services, 2) A-Action: a second process that service providers drove the P-Plan direction towards the success, 3) O-Observe: a middle process that service providers observed, participated and evaluated the sample group's participatory, and 4) R-Reflection: an end process that service providers had 2 ways-communication with sample group and compared the quality of participation before and after receiving Thai Traditional Medicine service.

D. *Data analysis*

Two types of statistics that used in this research were 1) descriptive statistics such as percentage, mean, standard deviation, and 2) inferential statistics such as paired samples t-test.

Figure 1

A spiral of self-reflection (PAOR Model) adapted from Kemmis and McTaggart (1998)



RESULTS AND DISCUSSION

The findings of data analysis on the demography of 40 sample group revealed that most of them was female for 60%, the age was during 41–50 years old, the marital status was married, the education achievement was bachelor's degree for 70%, the minimum income was 2,500 baht and maximum income was 40,500 baht per month, assistance to Thai Traditional Medicine practitioner was 32.5%, their work experience was 1–5 years for 37.5%; average was 8.78 years (S.D. = 6.04), minimum experience was 2 years and maximum experience was 25 years.

The average score comparison of knowledge before and after the development on standard criteria of Thai Traditional Medical Service Center in Srinarong Hospital revealed that the knowledge after the development on standard criteria of Thai Traditional Medical Service Center in Srinarong Hospital was in the high level which the highest scores were the issue of; *“Each type of hospital would operate by following the Thai Traditional Medicine & Integrative Medicine Promoting Hospital Standard (TIPhS) in the different elements; operation and quality control”* ($\bar{x} = 0.83$), *“5 elements of TIPhS; location and materials, personnel, operation, quality control and services”* ($\bar{x} = 0.80$), and the lowest score was the issue of; *“TIPhS covered Thai Traditional Medicine, Integrative Medicine, Thai Folk Medicine, Alternative Medicine and Traditional Chinese Medicine”* ($\bar{x} = 0.65$) consecutively.

The average score comparison of participation in the information of service quality development on Thai Traditional Medicine revealed that after the development of participation in the information; the participation in the information services to the public section, private section and municipal office for the service development on Thai Traditional Medicine by TIPhS was in the *“high”* level ($\bar{x} = 4.13$), the participation in the information services to the relevant sector on the service quality development of the public section and private section to participate in the service development on Thai Traditional Medicine by TIPhS was in the *“high”* level ($\bar{x} = 4.08$) and the participation in the passing on knowledge and information of the service development on Thai Traditional Medicine by TIPhS was in the *“high”* level ($\bar{x} = 4.05$) consecutively.

The average score comparison of satisfaction of relevant sector on the policy and plan of the service development on Thai Traditional Medicine by TIPhS revealed that after the development, the satisfaction towards the policy of Srinarong Hospital executives in the service development on Thai Traditional Medicine by TIPhS was in the *“very high”* level ($\bar{x} = 4.77$), the satisfaction towards the plan or project was in the *“very high”* level ($\bar{x} = 4.72$) and the satisfaction towards the communication and passing on the policy of hospital executives to the operation was in the *“very high”* level ($\bar{x} = 4.70$) consecutively.

The assessment of service standard of Thai Traditional Medicine in Srinarong Hospital by the criteria of Ministry of Public Health in 5 issues revealed that before the development of service standard of Thai Traditional Medicine in Srinarong Hospital was not achieve the basic criteria and after the development of service standard of Thai Traditional Medicine in Srinarong Hospital was in the high level.

RECOMMENDATION

1. According to the development of Thai Traditional Medicine service at Srinarong Hospital in Surin Province of Thailand, this signifies that the personnel development such as skill enhancement is effected service standard and satisfaction of service receivers. Thus, it is necessary for seeking a new technique for advanced service development and should prioritize to human resource development.
2. Sample group in the cycle of PAOR model should contribute what they learned from the processes to their sub-division and facilitate to other learners in order to extend the service development. Leaders should play a vital role by adapting and adjusting the standard services or techniques to use in their group, community, organization.
3. It would rather publicize the Thai Traditional Medicine service at Srinarong Hospital in Surin Province of Thailand via media in order to introduce the service to the people.

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