

THE HOSPITAL DEVELOPMENT MODEL TO ACHIEVE ADVANCED QUALITY

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ABSTRACT

This research aims to present the hospital development model to achieve advanced quality hospital standards. The researchers used qualitative research methods by collecting data from documents. Analysis of data with descriptive results found that improvements in operations or ways of working, It must be systematically and continuously learned and improved, as a mechanism to stimulate the development of the quality of the entire hospital system in a directional manner. There are a joint learning exchange with consultants and certification by external organizations, as well as continuous assessment and development. At the heart of quality, is patient-centered, with the goal being the quality that patients receive. All staff are committed to quality work, there is internal and interdisciplinary team collaboration, there is a standard of work. There is a reliable monitoring system for both general and patient care. In addition, patient safety must be improved. By having a risk or incidence reporting system. Causal tactics used to identify, analyze, evaluate, manage, Monitor and communicate risks related to department/department activities or hospital operations to minimize losses in failing to achieve the goal and maximize opportunities, it is a systematic and continuous hospital operating process. In order to reduce the cause of each potential damage, the hospital will need to continuously improve its work system to meet the needs of the recipients of the work by striving for excellence and meeting international standards.

Keywords: Hospital Development / Hospital Standards / Advanced quality

INTRODUCTION

Thailand earns its main income by being one of the world's leading tourist destinations. In particular, medical tourism as a medical hub in Asia. Medical tourists who came to Thailand in 2017 accounted for 38% of all medical tourists in Asia. Thailand's strength lies in the cost of medical care, this is at a competitive level, compared to treatment in the United States. Thailand will save over 82%. Moreover, Thai medical tourism is at the forefront of Asia. Upgrading the country's medical services to become the world's leading medical center in a sustainable way is certainly possible. The healthcare industry will become an important service sector to generate income and drive the economy forward. In addition, Thai people will have the opportunity to access high-quality medical services without having to travel abroad for treatment (Department of Health Services Support, September 2016). Strategies

for developing Thailand as an international health hub (2017 - 2026) is a preparation for the development of Thailand as an international health hub that can compete with other countries. By utilizing the strength of the country's health care system, attract tourists to travel to receive services so that they can generate income into Thailand. Strategies for developing Thailand as an international health hub The medical hub (2017-2026) will be beneficial to the administration, drive relevant policies, and all relevant parties can use it as a framework and guideline for the development of health tourism as well as benefit the economic and social development to be balanced as a foundation for the country's development towards sustainability (Department of Health Services Support, September 2016). Therefore, hospitals must adjust their service standards to meet international standards, There is a process that can confirm that the hospital has the quality of treatment, Service and safety, according to international standards is acceptable Standards used to confirm the hospital's international standards, such as JCI (Joint Commission International), are U.S. standards that require hiring experts from U.S. companies to evaluate and certify the quality. In Thailand, the standard used to certify the quality of hospitals that are recognized nationally and internationally is HA (hospital accreditation) standards. It is responsible for setting standards and ensuring the quality of services provided by medical facilities. In accordance with the Royal Decree establishing the Institute of Accreditation of Medical Institutions (Public Organization) B.E. 2552 (2009) and amended (No. 2) B.E. 2562, the Hospital has approved the establishment of the Institute of Accreditation of Medical Facilities (Public Organization) B.E. 2552 (2019). It will set standards and ensure the quality of services provided by healthcare facilities to ensure that people receive quality public health services. And it is responsible for coordinating with relevant sectors to raise the standard and quality of services provided by healthcare facilities so that people receive good and quality public health services.

To improve the quality of hospitals to have higher standards at a more advanced level, more internationally accepted. The hospitals that can apply for and apply for advanced HA (AHA) assessments must be healthcare facilities that have been certified in accordance with HA standards. To ensure that the hospital has a strong quality system and is ready for development. We are committed to leading the organization to further excellence.

Therefore, the researchers are interested in studying what factors will support and affect the development of hospitals towards advance hospital accreditation (AHA) goals.

RESEARCH OBJECTIVES

To present the hospital development model to achieve advanced quality hospital standards

LITERATURE REVIEW

Concepts Of Hospital Administration

Quality management according to Demming's 14 management philosophy (Demming, 1986) states that managing an organization to be quality and successful must start with senior management. Senior management must encourage personnel at all levels to be as informed as

possible about relevant information. Education, whether it is from an educational institution or self-study, is something that senior management must pay great attention to in order to develop employees at all levels of the organization to be well-versed, able to develop the brain to think widely and also to build morale among employees, Build trust by being able to convince employees to work with peace of mind and happiness, Be proud of your work, It's a bond with the organization (Besterfield, Besterfield-Michna, Besterfield & Besterfield-Sacre, 1999). The role of a simmering leader, thoroughly examined, must be abolished because it causes fear, which hinders creativity and the development of quality systems. Therefore, quality systems require originality, new ideas should take a team-collaboration approach from design, ordering, production process, keep checking and improving all points, From the start of a team of employees responsible for each point (Aguayo, 1990).

Demming Quality Management Philosophy (1986) as mentioned above. Like quality scholars such as Ju run (1999) and Crosby (1984), he emphasized the leadership of senior management in building corporate engagement with quality management. Corporate Collaboration, Investment in Training, Continuous quality improvement, implementation of advanced quality management in hospitals is of great importance. Because hospitals are organizations that deal with the lives and health of all citizens, and the health market shifts from a focus on providers to service recipients, due to the influence of consumer protection organizations, insurers, and public pressures, as a result, the patient becomes a customer (Kunst & Lemmink, 2000).

RESEARCH METHODOLOGY

Subject Research: The hospital development model to achieve advanced quality hospital standards. The researchers used qualitative research methods by collecting data from documents (Documentary Research) by reviewing concepts and theories from relevant documents and research.

FINDINGS

The results of the hospital development model to achieve advanced quality hospital standards found that executives must assign policies to employees, which will be a broad message or mutual understanding, a framework established for the implementation or implementation of the desired goals and used as a guideline for decision-making for the performance of various tasks of the management and of the agency. In comparison, the policy is like a compass and a rudder in navigation, that can take the ship in a certain direction. Therefore, it is necessary to formulate policies in accordance with the development of the organization from the changes of the current world, in order to take the development in the desired direction and as a protocol that will be used as a common practice. In particular, systematic management approaches to quality and patient safety, Environmental, occupational health and safety, human resources, etc. It is designed to be used as a common practice for the entire organization. After the policy is enacted, Executives must implement policies to communicate and have subordinates comply for the success of the organization,

Emphasis on improving operations or working methods must be systematically and continuously learned and improved, as a mechanism to stimulate the development of the quality of the entire hospital-wide work system in a directional manner. By sharing learning with consultants and accreditation by external organizations, as well as continuously evaluating and developing. At the heart of quality, is patient-centered, with the goal being the quality that patients receive. All staff are committed to quality work, there is internal and interdisciplinary team collaboration, there are standards in the work, there is a reliable monitoring system for both general and patient care. In addition, patient safety must be improved. By having a risk or incidence reporting system. Causal tactics used to identify, analyze, evaluate, manage, Monitor and communicate risks related to department/department activities or hospital operating procedures, to minimize the loss of failing to achieve the goal and maximize the chances. It is a systematic and continuous hospital operational process to help reduce the cause of each chance of damage. The hospital must continually improve its work system to meet the needs of its recipients, aiming for excellence and in accordance with international standards.

SUMMARY AND RECOMMENDATIONS

Based on this research, the researchers found that: This is in line with the National Economic and Social Development Plan as well as the hospital development strategy to manage the management process to complete the supply chain and manage it in accordance with the specified objectives. And that hospital can be used to develop and affect its success to be certified as a progressive quality hospital, it is the country's policy to make Thailand a Medical Hub of the next world.

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