

ABSTRACT

Research Title : Management in Effectiveness Service for Out Patient Department
Vichaivej International Hospital Omnoi
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Year: 2016

The purposes of this research were as follows: 1) to determine the performance of the employees to service out patients in Vichaivej International Hospital Omnoi. 2) to study service efficiency factors, for example, employee operation, services, medical fees, working environment, and media operations which were effecting service at Vichaivej International Omnoi. The population sample consisted of the executives and the heads of departments who work with the Out Patient Department of Vichaivij Internation Omnoi. Population sample under this study consisted of 17 persons. The methods used for this research were In-depth interviews and organized meetings to share and learn knowledge. Results from the study indicated that the administrative budget was a key factor. There was a budget allocation approach in fiscal year which was divided into investment and capital budgeting of each department. It mans that each department had a sufficient budget to conduct administration. The second area concerned personnel recruitment focusing on the ability and professionalism in operating efficiency in every position, such as, in professional health care the doctor should diagnosis the disease as quickly possible. Doctors must have medical expertise to advice patients and to recognize the symptom and determine the disease and proscribe the proper treatment. The factor of service period: there is a fix period of time in any process which effects customer satisfaction. The factor of reliability: emphasis is on the ability plus quality of employees, such as doctors, nurses, and medical physicians. The factor of nurse: there is nursing practice course to increase confidence. Patient care requires well-trained nurses who are easy to access, provide reliable health advice, and effective treatment. Others factor include, improving service system to meet customer satisfaction, outpatient department service, midnight medical professional clinic, sport medicine clinic and anti-aging clinic.

Keyword: ManagementEffectivenessDepartment