

Appendix

มหาวิทยาลัยราชภัฏธนบุรี

Appendix A

List of Experts for Research Instrument Assessment

มหาวิทยาลัยราชภัฏธนบุรี

List of Experts for Research Instrument Assessment

1. Asst. Prof. Dr. Mayuree Yotawut
Faculty of Social Sciences and Humanities
Mahidol University
2. Asst. Prof. Dr. Weerawit Piyanonthasin
Maehongson College
Chiangmai Rajabhat University
3. Assoc. Prof. Dr. Siripapun Leepajaroen
Faculty of Business Administration and Management
Ubon Ratchathani Rajabhat University


มหาวิทยาลัยราชภัฏธนบุรี

Appendix B

Certificate of Exemption from Human Research Ethics Review

มหาวิทยาลัยราชภัฏธนบุรี

Certificate of Exemption from Human Research Ethics Review


คณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
172 ถนนอิสรภาพ เขตธนบุรี กรุงเทพมหานคร 10600 เบอร์โทรศัพท์ 02 890 0001
Dhoburi Rajabhat University Institutional Review Board
172 Itsaraparb Rd., Thonburi, Bangkok 10600 Tel No. 662 890 0001

เอกสารรับรองการพิจารณาโครงการจริยธรรมวิจัยในมนุษย์แบบยกเว้น
Certificate of Exemption from Human Research Ethics Review

หมายเลขเอกสารรับรอง (COE NO.) 041/2566
หมายเลขคณะกรรมการจริยธรรมการวิจัยในมนุษย์ (IRB NO.) DRUIRB-GOV-66-00015

ชื่อโครงการ (Research title) :
(ภาษาไทย) -
(English) Determinants of Social Capital: A Case Study of Dental Hospitals in Changzhou City

เลขที่โครงการวิจัย (Research number) : 047/2566

ผู้วิจัยหลัก (Principal investigator) : (ภาษาไทย) -
(English) Miss Wang Ying


หน่วยงานที่สังกัด (Institutional affiliation) : Master of Business Administration Program, Faculty of Management Science, Dhoburi Rajabhat University

ผู้วิจัยร่วม (Co-investigators) : (ภาษาไทย) -
(English) -

หน่วยงานที่สังกัด (Institutional affiliation) : -

โครงการวิจัยนี้ ได้รับการรับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
This research project is approved by Dhoburi Rajabhat University Institutional Review Board

วันที่รับรอง (Certified date) : 28 สิงหาคม 2566 (August 28th, 2023)


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(ดร. ผ่องศรี เวสราธิ์ / Dr. Phongsri Waysarach)
ประธานคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
Chairperson of Dhoburi Rajabhat University Institutional Review Board

หมายเหตุ : 1. ไม่ต้องส่งรายงานความก้าวหน้า
2. ส่งรายงานการวิจัยฉบับสมบูรณ์ พร้อมแบบฟอร์มรายงานผลการวิจัย (DRU - IRB Form 14-01/2.0) เมื่องานวิจัยแล้วเสร็จ

Remarks: 1. No requirement for progress report.
2. When complete the research, please submit a full research report and the research report form (DRU - IRB Form14-01/2.0).

Appendix C

Questions for Interview

มหาวิทยาลัยราชภัฏธนบุรี

Questions for Interview

Concepts	Questions
Understanding Social Capital	<ol style="list-style-type: none">1. In your opinion, what does "social capital" mean within the context of a private dental hospital?2. How do you think social capital manifests in the day-to-day operations of the hospital?3. How would you describe the level of mutual trust among the staff, patients, and management within the dental hospital?4. What efforts does the hospital make to build and maintain trust between various stakeholders?5. Can you elaborate on the networks and connections that exist among individuals and departments in the hospital?6. How do these networks facilitate collaboration and communication?7. How does the hospital encourage the development of professional networks within the dental community?8. Are there any formal or informal agreements or norms that guide interactions and decision-making within the hospital?9. How do these agreements and norms contribute to the smooth functioning of the hospital?
Determinants of Social Capital	<ol style="list-style-type: none">1. What are the determinants of social capital within your hospital?2. Various factors such as medical equipment investment, staff salary, and hospital infrastructure may influence social capital formation. Can you elaborate on how these factors impact social capital within your hospital?

Concepts	Questions
Economic: Management efficiency	<ol style="list-style-type: none"> 1. How is the efficiency of operation and management in the hospital measured? Could you explain the role of social capital in improving this efficiency? 2. Can you provide examples of how increased social capital has positively influenced the economic benefits of the private dental hospital?
Social: Doctor-patient relationship	<ol style="list-style-type: none"> 1. How do you think social capital affects patient trust in the hospital's services and healthcare providers? 2. In your experience, how has social capital contributed to building and maintaining a positive doctor-patient relationship?
Governance: Political engagement	<ol style="list-style-type: none"> 1. How do you perceive the role of social capital in influencing the political engagement and decision-making processes within the dental hospital? 2. Can you share specific examples of how social capital has been utilized to advocate for interests or influence hospital policies? 3. In your experience, how has social capital contributed to the hospital's collaboration with external entities, such as government agencies or regulatory bodies?

Appendix D

Questionnaire

มหาวิทยาลัยราชภัฏธนบุรี

Questionnaire

Issues	Description	Reply
Whether your hospital is covered by health insurance	be	
	not	
The proportion of funds used in your hospital	Employee compensation	
	House rental	
	Purchase medical equipment	
	Hardware facility renovation	
	Ad spend	
	other	
The average outpatient flow at your hospital	person/year	
Distribution of staff at your hospital	Practicing doctors	
	Trainee nurse	
	pharmacist	
	Finance staff	
	Other healthcare workers	
	Managers	
Your hospital publicity department staff	Advertising Department	
	Marketing Department	
	Finance Department	
What factors do you think affect the development of hospital operations?	The level of medical technology	
	Medical Insurance Policy	
	Medical service attitude	
	Hospital brand image	
	Management	
	Leadership quality	
	Public opinion oriented	
	Healthcare market positioning	

Issues	Description	Reply
	Stability of personnel flow	
	Residents' perception of medical treatment	
	Salary and welfare levels	
	Medical equipment	
	Self-discipline in medical institutions	
	Government regulation	
	Healthcare environment	
	Academic status of medical staff	
	Tax incentives	
	Personnel promotion and learning opportunities	
	External publicity	

มหาวิทยาลัยราชภัฏธนบุรี

Appendix E

Example of Interview Record

มหาวิทยาลัยราชภัฏธนบุรี

Example of Interview Record

Understanding Social Capital	<ol style="list-style-type: none">1. In your opinion, what does "social capital" mean within the context of a private dental hospital?2. How do you think social capital manifests in the day-to-day operations of the hospital?3. How would you describe the level of mutual trust among the staff, patients, and management within the dental hospital?4. What efforts does the hospital make to build and maintain trust between various stakeholders?5. Can you elaborate on the networks and connections that exist among individuals and departments in the hospital?6. How do these networks facilitate collaboration and communication?7. How does the hospital encourage the development of professional networks within the dental community?8. Are there any formal or informal agreements or norms that guide interactions and decision-making within the hospital?9. How do these agreements and norms contribute to the smooth functioning of the hospital?
Determinants of Social Capital	<ol style="list-style-type: none">1. What are the determinants of social capital within your hospital?2. Various factors such as medical equipment investment, staff salary, and hospital infrastructure may influence social capital formation. Can you elaborate on how these factors impact social capital within your hospital?

<p>Economic: Management efficiency</p>	<ol style="list-style-type: none"> 1. How is the efficiency of operation and management in the hospital measured? Could you explain the role of social capital in improving this efficiency? 2. Can you provide examples of how increased social capital has positively influenced the economic benefits of the private dental hospital?
<p>Social: Doctor-patient relationship</p>	<ol style="list-style-type: none"> 1. How do you think social capital affects patient trust in the hospital's services and healthcare providers? 2. In your experience, how has social capital contributed to building and maintaining a positive doctor-patient relationship?
<p>Governance: Political engagement</p>	<ol style="list-style-type: none"> 1. How do you perceive the role of social capital in influencing the political engagement and decision-making processes within the dental hospital? 2. Can you share specific examples of how social capital has been utilized to advocate for interests or influence hospital policies? 3. In your experience, how has social capital contributed to the hospital's collaboration with external entities, such as government agencies or regulatory bodies?

1. What are the determinants of social capital within your hospital?

Interviewee: For dental hospitals, social capital includes the relationship between individuals and organizations that trust, connect and cooperate with each other, such as the relationship with patients, the relationship with employees and the relationship with the government, which are important social capital of dental hospitals.

2. Various factors such as medical equipment investment, staff salary, and hospital infrastructure may influence social capital formation. Can you elaborate on how these factors impact social capital within your hospital?

Interviewee: In the daily operations, in the process of social capital in patients in hospital could feel the hospital medical service attitude and medical technology ability, embodied in the process of the contact in the relevant government departments and hospital medical ability"

3. How would you describe the level of mutual trust among the staff, patients, and management within the dental hospital?

Interviewee: Since social capital is partly an element of trust, dental hospitals should maintain trust among hospital stakeholders, such as between staff and patients. A good level of trust is reflected in patients' unconditional trust in the diagnosis and treatment protocols provided by doctors and hospitals, as well as their good attitude and trust in medical staff; Staff at the hospital, is embodied in the spontaneous maintenance hospital brand image, the impartiality of the hospital trust to solve the problem. The trust of hospital management is reflected in the trust and non-intervention of doctors' autonomy in diagnosis and treatment, the protection of the interests of medical staff, and the attention to the awareness of patient service

4. What efforts does the hospital make to build and maintain trust between various stakeholders?

Interviewee: For private dental hospitals, the relationship between stakeholders is an important social capital for the hospital to survive. In this regard, we usually divide it into internal employees, patients and the government. In order to maintain a good relationship with our own employees, we mainly strengthen the treatment of employees, pay more attention to the working environment and emotions of employees, and propose more communication channels including "dean's mailbox"

to meet the feedback needs of employees. For patients, we improve the medical experience of patients by requiring employees to provide transparent medical plans during diagnosis and treatment, be enthusiastic about medical services, and deal with patient feedback in a timely manner, so as to take care of patients' needs and emotions as much as possible. As for the government, we strengthen this relationship by actively participating in the relevant activities of the government, actively participating in the relevant meetings of the government, and timely feedback on our own needs.

5. Can you elaborate on the networks and connections that exist among individuals and departments in the hospital?

Interviewee: For example, when patients need surgery for oral problems, they may need the cooperation of multiple departments such as anesthesiology department and laboratory, or even face more complex cases. Multiple doctors need to work together to determine the medical plan. Therefore, when providing medical services to patients, different medical personnel and departments will inevitably be connected, as well as forming different diagnostic and treatment networks

6. How do these networks facilitate collaboration and communication?

Interviewee: In this medical network, patients can obtain the diagnosis and treatment opinions from different medical departments and departments in a timely manner, so as to get more comprehensive medical services. Attending physicians can also better propose targeted medical services through the participation of multiple departments. And other departments can gain further experience.

7. How does the hospital encourage the development of professional networks within the dental community?

Interviewee: More salary incentives will be provided, participants will also be investigated in the evaluation of professional titles, and the participation of other departments will also be recorded as the medical performance of the department.

8. Are there any formal or informal agreements or norms that guide interactions and decision-making within the hospital?

Interviewee: For the practice of multi-department cooperative consultation, we have relatively strict regulations, mainly on the timeliness of consultation and the

comprehensiveness of participating departments. At the same time, for the final medical plan given by the doctor, we will also require the director of the participating department to conduct a joint review to ensure the safety and rationality of the plan.

9. How do these agreements and norms contribute to the smooth functioning of the hospital?

Interviewee: With the guidance of relevant regulations and systems, the cooperation between departments has a relatively clear standard, and the differences between departments due to medical opinions have been effectively solved, and they can participate in medical cooperation more actively, strengthening the contact between internal staff and strengthening the internal social capital of the hospital.

10. How is the efficiency of operation and management in the hospital measured?

Could you explain the role of social capital in improving this efficiency?

Interviewee: For private hospitals, the best way to measure the efficiency of operation and management is to look at the annual medical income of the hospital, which is the most direct reflection of the management and medical ability of the hospital. Social capital can bring more resources and income to the hospital by strengthening the service ability of employees, obtaining more policy support and the trust of patients, so as to strengthen the operation capacity and efficiency of the hospital.

11. Can you provide examples of how increased social capital has positively influenced the economic benefits of the private dental hospital?

Interviewee: When social capital is strengthened, it internally means that the salary of employees is optimized, then employees will try their best to provide medical services, and patients will have a better medical experience, thus promoting the strengthening of patient trust. The more trust patients have in hospitals and doctors, there will be a potential for publicity, which will bring more opportunities and income to hospitals, so that hospitals have more funds to optimize medical service capacity and medical facilities. When these are strengthened to a certain extent, hospitals will have more confidence to participate in the discussion of

medical policies, thus forming a closed loop of mutual promotion between social capital.

12. How do you think social capital affects patient trust in the hospital's services and healthcare providers?

Interviewee: When social capital is strengthened, the most obvious change is the further strengthening of doctors' diagnosis and treatment ability and medical equipment, which will bring better medical experience to patients and greatly shorten the medical service cycle, so that patients can feel the strong medical ability of hospitals and doctors, and gain better trust from patients.

13. In your experience, how has social capital contributed to building and maintaining a positive doctor-patient relationship?

Interviewee: Medical personnel in the process of diagnosis and treatment also can provide a better service and attitude, let patients to hospitals and medical personnel to form more friendly attitude, can not only improve the patient's trust, and reducing medical problems as much as possible, so as to form a better doctor-patient relationship

14. How do you perceive the role of social capital in influencing the political engagement and decision-making processes within the dental hospital?

Interviewee: When the social capital is strengthened, it means that the medical ability of the hospital and the trust of the patients have been greatly improved, and it can also form a good popular reputation in the society. Under this condition, the relevant interest demands of private hospitals will inevitably be attached by the relevant government departments, and the opinions of private hospitals will be more consulted in the follow-up policy formulation, and the specific interests of various types of hospitals will be taken into account as much as possible, which can further promote the diversification of the medical industry and the rationalization of resource allocation.

15. Can you share specific examples of how social capital has been utilized to advocate for interests or influence hospital policies?

Interviewee: In public hospitals where finance and related departments oversee revenue and expenditure, in order to obtain more advanced medical devices, it often takes a long time for financial approval to achieve this purpose, and the funds

available are often limited. But due to the internal social capital (the mutual trust between the hospital and medical staff), the influence of private hospitals in this decision efficiency than in public hospitals, which makes the private hospitals are more likely to raise the level of medical treatment, thus more likely to attract to the medical service and experience have higher requirements of patients, improve the economic benefit.

16. In your experience, how has social capital contributed to the hospital's collaboration with external entities, such as government agencies or regulatory bodies?

Interviewee: No matter how independent, private hospitals are still essentially medical institutions that serve the society and the people, and should be regulated by the government. However, due to the essential difference between private hospitals and public hospitals, private hospitals can further attract the government's attention to the private medical industry and gain more participation and voice in policy making only after their own medical capacity is strong enough.

Biography

Name Wang Ying
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Academic Background

2008 Bachelor of Business Administration (Marketing)
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