

Appendix

มหาวิทยาลัยราชภัฏธนบุรี

Appendix A

List of Experts for Research Instrument Assessment

มหาวิทยาลัยราชภัฏธนบุรี

List of Experts for Research Instrument Assessment

1. Assoc. Prof. Dr. Siripapun Leephaijaroen
Faculty of Business Administration and Management
Ubon Ratchathani Rajabhat University
2. Asst. Prof. Dr. Thanakorn Sirisugandha
Faculty of Management Science
Lampang Rajabhat University
3. Asst. Prof. Dr. Weerawit Piyanonthasin
Mae Hong Son College
Chaing Mai 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
Dhonburi Rajabhat University Institutional Review Board
172 Itsaraparb Rd., Thonburi, Bangkok 10600 Tel No. 662 890 0001

เอกสารรับรองการพิจารณาโครงการวิจัยในมนุษย์แบบยกเว้น
Certificate of Exemption from Human Research Ethics Review

หมายเลขเอกสารรับรอง (COE NO.) 039/2566
หมายเลขคณะกรรมการจริยธรรมการวิจัยในมนุษย์ (IRB NO.) DRUIRB-GOV-66-00015

ชื่อโครงการ (Research title) :
(ภาษาไทย) -
(English) Optimizing Medical Service Quality in General Hospitals: A Perspective from Patient Complaints and Customer Relationship Management

เลขที่โครงการวิจัย (Research number) : 034/2566

ผู้วิจัยหลัก (Principal investigator) : (ภาษาไทย) -
(English) Ms. Zheng Hao

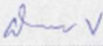
หน่วยงานที่สังกัด (Institutional affiliation) : Master of Business Administration Program, Faculty of Management Science, Dhonburi Rajabhat University

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

หน่วยงานที่สังกัด (Institutional affiliation) : -

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

วันที่รับรอง (Certified date) : 21 สิงหาคม 2566 (August 21st, 2023)



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

หมายเหตุ : 1. ไม่ต้องส่งรายงานความก้าวหน้า
2. ส่งรายงานการวิจัยฉบับสมบูรณ์ พร้อมแบบฟอร์มรายงานผลสรุปการวิจัย (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 Form 14-01/2.0).

Appendix C

Questions for Interview

มหาวิทยาลัยราชภัฏธนบุรี

Questions for Interview

1. Can you provide an overview of your experience and expertise in the field of customer relationship management (CRM) within the healthcare industry?

Expert 3 description: CRM is customer-centered concept, the core is the management relationship between the organization and customers, ensures mutual trust communication, complete record and management, and focuses on classifying customer historical data, detailed records and later tracking communication.

2. In your opinion, how important is it for general hospitals to optimize medical service quality by utilizing the concept of CRM?

Description of Expert 3: In the context of the reform of the pharmaceutical industry, as people meet the increasing demand for health, health workers are facing more complex social impacts to the "patient" as the center for the realization of efficient, professional and convenient medical services, is the direction of the current reform of the former Ministry of Health in the survey of the management of complaints in health care institutions that accounted for 87.5% and 90.5% of patients believe that good complaint management will play a positive role in improving doctor-patient relations and improve the work of hospitals. The concept and methods of CRM which can be used as a reference in the doctor-patient relationship, and attract new patients, improve patient loyalty and satisfaction.

3. What are some common challenges or issues faced by general hospitals when it comes to responding to patient complaints?

Experts three descriptions: First, the mission of hospital is to save the dying and heal the wounded. The salary of hospital staff and hospital benefits, as well as individual workload income, to a certain extent lead to the tendency of medical behavior, which causes the whole society's dissatisfaction with the medical industry, and easily leads to complaints or the bias of complaints themselves, resulting in vicious doctor-patient relationship. Second, as far as patients are concerned, when some patients and their families complain, the hospital becomes "vulnerable". The hospital avoids the deduction of points in the assessment and makes some concessions to resolve the complaints. Thirdly, the unstable emotions of patients and their families bring uncertainty about personal injury attacks, and the handling of complaints may evolve into online public opinion. With the promotion of the online environment, it will bring worse results to hospitals and employees.

4. How can CRM systems and practices help in addressing patient complaints and improving overall medical service quality in general hospitals?

Expert three description: Customer relationship management can improve the service quality from the following aspects such as medical needs of patients complaint work process optimization doctor-patient communication processing public opinion treatment and business aspect.

5. Are there any specific strategies or approaches that hospitals can adopt to effectively utilize CRM in responding to patient complaints?

The CRM methods for handling complaints are as follows: First, the PDCA theory. Execution of P (plan), D (do), C (inspection), A (action), handle and summarize inspection results, confirm successful experience, and summarize failure lessons. Unresolved issues shall be submitted to the next PDCA cycle. The PDCA cycle is suitable for all stepwise management efforts.

6. Have you come across any successful case studies or examples where CRM has been effectively utilized to address patient complaints and enhance medical service quality? If yes, could you please share some details?

Description of Expert III: Case study: Hospital complaint arising from medical expenses. Specifics: Complainant's mother was hospitalized for stomach bleeding and medical expenses of \$8,844.26. The complainant checked the details of the charges and believed that the hospital had fraudulent charges. Complaint request was to explain the details of the charges, and secondly, to deal with the relevant person in charge, and listed a return fee of \$1,182.

Case analysis: This is a typical complaint incident that arises from the reason for the charge. The patient's family was a law enforcement officer in a unit and his request was reasonable. The patient felt that they were not being treated fairly and equitably and sought the hospital's attitude and solutions to improve their work. The crux of the problem also lies in the asymmetry of information between doctors and patients and the deficiencies in the disclosure of fees. Fees are not properly audited and managed, leading to overcharging and non-refund.

Solution: First, the hospital discipline inspection department responsible person inform patients that the hospital has received their reflection of the problem, the hospital discipline inspection department sub-office to the price section to deal with. Second, the person in charge of the hospital discipline inspection and supervision department will be the patient's attending physician, nurse, finance section agreed time to fully communicate with the patient. Third, the complainant's feedback suggestions and generate doubt place, reasonable adoption, and actively develop measures. Fourth,

to improve the weak points of management, strengthen management, the performance of the department under complaint to be deducted, and inform the complainant. After receiving such communication and exchange, the complainant express satisfaction and acknowledge the hospital's treatment.

7. Are there any ethical or privacy concerns associated with implementing CRM practices in healthcare settings, particularly when dealing with patient complaints? If so, how can these concerns be addressed?

Expert III describes: The implementation of customer relationship management practices in the healthcare industry has ethical or privacy issues, and the registration of complaints involves the person's hospitalization number or ID number to identify the specific incident. This issue depends on the complainant, and some patients request non-disclosure of personal information and are reluctant to communicate with all parties, which can make investigations difficult. Patient complaints sometimes do not involve medical treatment, but in order to reduce the awareness of the patient's health status and personal situation, the attending physician needs to communicate with the patient to further address these issues.

8. Based on your expertise, what recommendations would you provide for hospitals looking to implement CRM-driven strategies for responding to patient complaints and improving medical service quality?

Do not rush to promote a large area, gradually try from departments to adjust the organization, to avoid other problems.

Biography

Name Zheng Hao
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Academic Background

2013 Undergraduate Pharmacy, Zhengzhou University
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