



# PUBLIC TRUST IN THAI HEALTHCARE STANDARD (HA) ACCREDITED HEALTHCARE FACILITIES

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## INTRODUCTION

The Healthcare Accreditation Institute (HAI) Thailand is a public organization dedicated to promoting and ensuring high-quality healthcare standards in Thailand. The objectives of HAI, outlined in the Royal Decree on the Establishment (2009) that was established with the goal of enhancing patient safety and improving healthcare services, HAI Thailand plays a pivotal role in accrediting and certifying healthcare facilities across the country. HAI Thailand has certified more than 949 hospitals, both private and government sectors. By setting and enforcing stringent quality standards, HAI Thailand serves as a trusted authority, facilitating continuous improvement and driving excellence in the Thai healthcare system according to HA standards.

HAI must assess the public trust in HA – accredited healthcare facilities in order to collect data on healthcare systems. The trust of individuals who receive services Since 2021 – 2023 with on-site survey method, Two research tools were questionnaires and in-depth interviews.

## AIM

This project to survey in HA-accredited healthcare facilities, consisting of 1) HA accredited. It is a standard quality certification and 2) Advanced-HA accredited. It is development healthcare facilities from standard quality certification or quality assurance from other international organizations. has the following objectives:

- 1) to know the level of public trust in HA - accredited healthcare facilities.
- 2) to bring the research results to improve the service quality of the hospital and enhance the operations of HAI, hospitals, and related organizations.

## METHOD

The demographic and sample for this study are those who use the services of hospitals with HA accreditation.

The study encompasses both public and private hospitals in all regions, classified as follows based on the hospital accreditation status:

- HA standard hospitals, as collection from at least 1,200 samples.
- Advanced HA-accredited hospitals, as collect form at least 200 samples.

A survey of public trust in HA-accredited healthcare facilities with a total of 2,880 respondents in 2021-2022.

## CONCLUSIONS

The top 3 important issues that people who receive services in hospitals are Service delivery, Professional and service mind of personnel, and Return to treatment.

Top priorities that people suggested hospitals should develop and improve their service in the following areas: physical environment, Standards of treatment and care, and service management and health equity.

## RESULTS

Figure 1: Public trust survey results (compare 2 years)

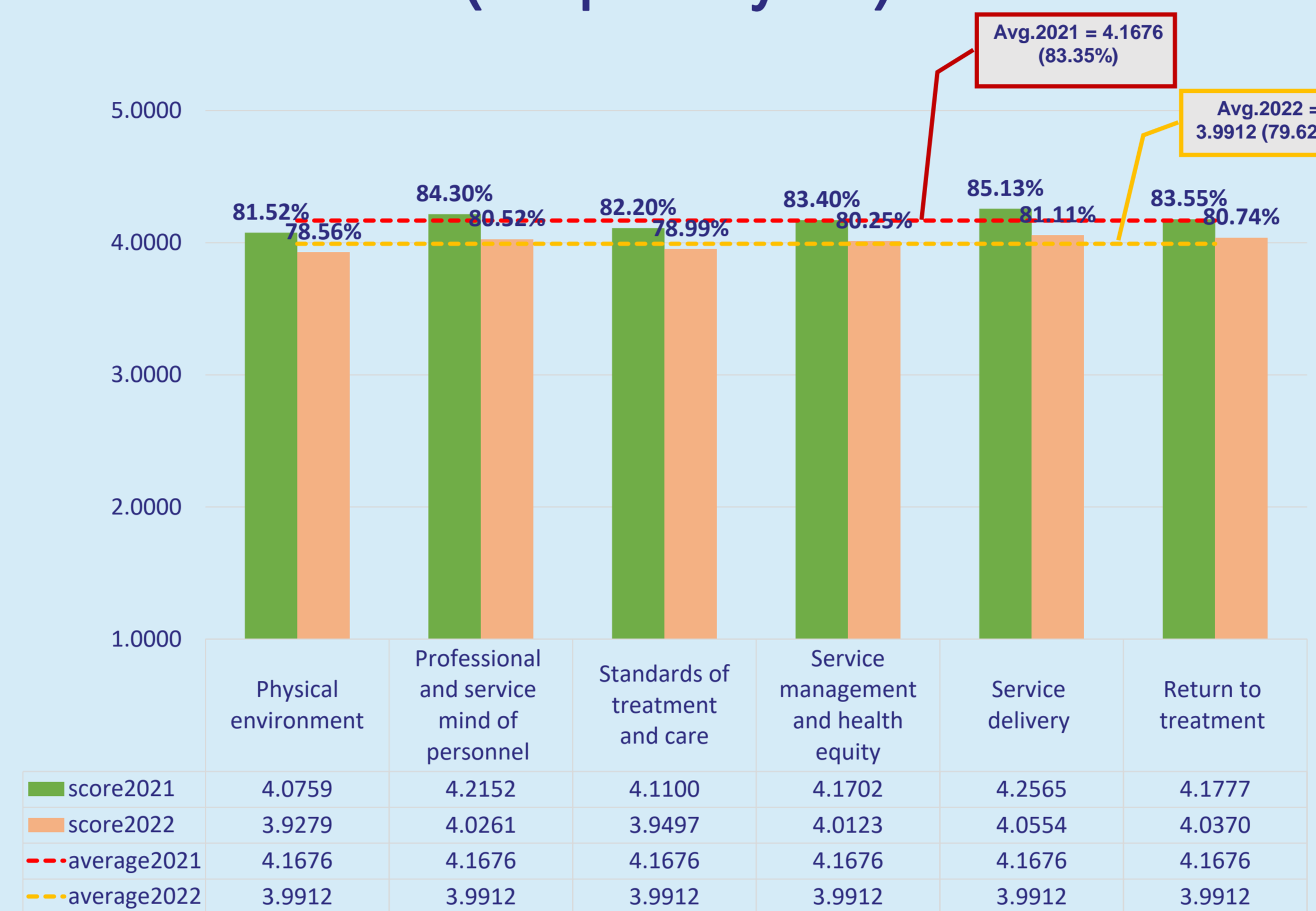
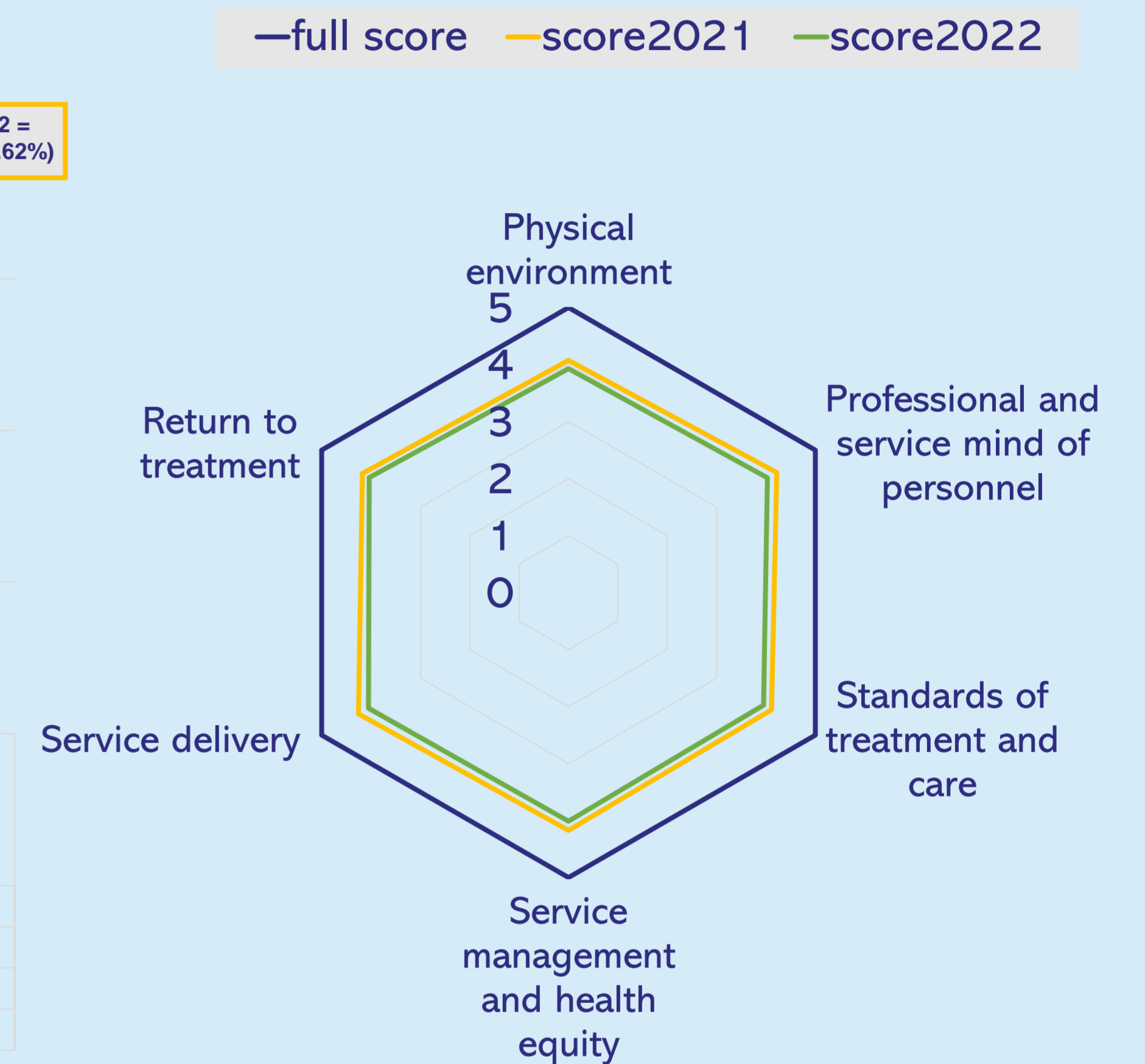
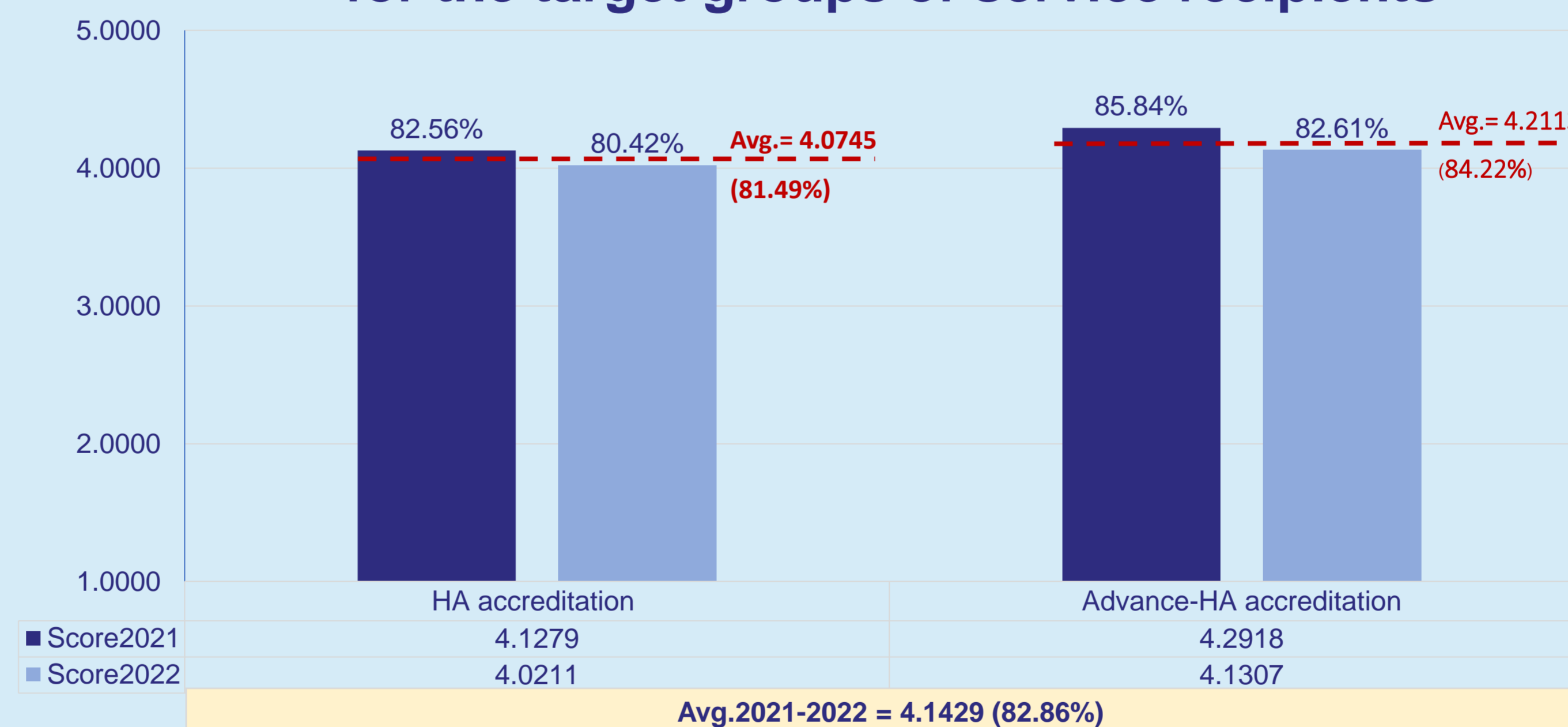


Figure 2: Score dimension of public trust to HA facilities



A Total of 1,476 and 1,404 respondents in 2021 and 2022, respectively. Most respondents were 1,697 females (58.92%), and in age group of 31-40 years old, 735 person (25.52%). A total of 1,326 people (46.04%) has the Universal Health Coverage Scheme. The respondents are 1,052 patients (36.52%) and 1,624 Patients' relatives (56.39%). The overall score for level of trust with an average score of 4.1676 (83.35%) and 3.9912 (79.82%) out of 5 in 2021 and 2022, respectively. **It was found that there was a decreasing trend.** The majority of services recipient from hospitals were highly trusted with the services delivery domain in 2021-2022. It obtained an average of 4.2565 and 4.0554 score out of 5 or 85.13% and 81.11%. Respectively. (Figure 1)

Figure 3: The results of the trust score for the target groups of service recipients



In 2021-2022, service recipients from HA-accredited healthcare facilities had an average trust score of 4.1429 out of 5 (82.86%). For hospitals with **advanced-HA accredited**, the majority of service recipients trusted them with an average score of 4.2113 out of 5 (84.22%). Service recipients from **HA-accredited** hospitals had an average score of 4.0745 out of 5 (81.49%). (Figure3)

## REFERENCES

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