



## Thailand's Patient Experience: Trends and Results in Healthcare System Improvement 2022-2024

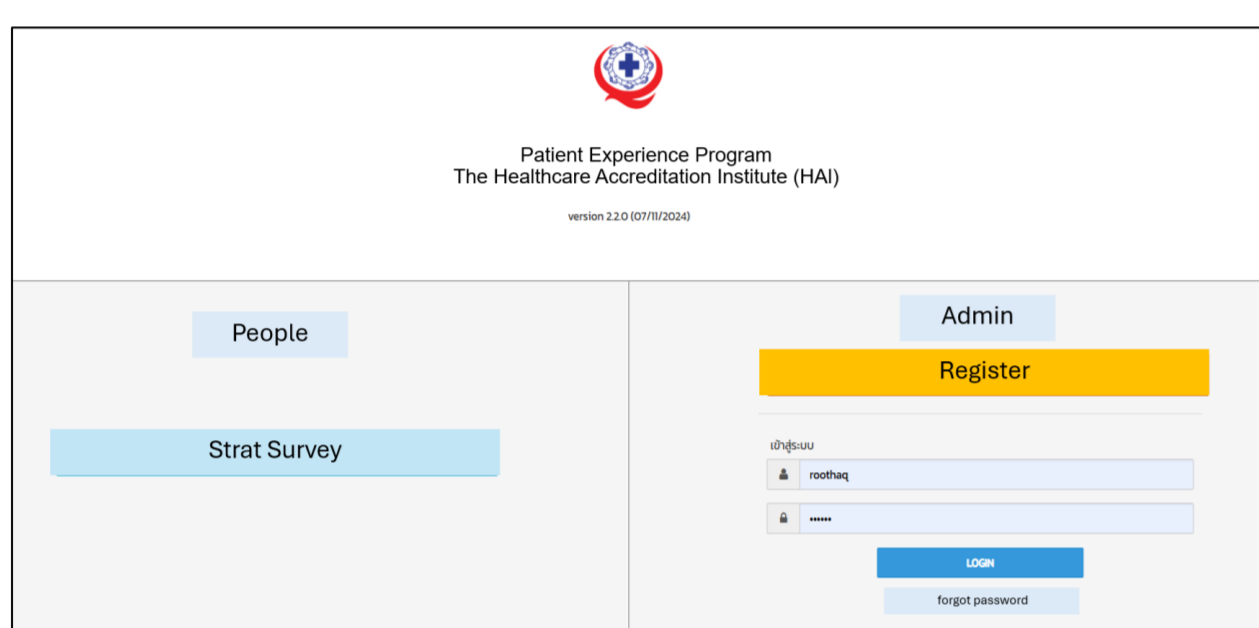
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### INTRODUCTION

The Healthcare Accreditation Institute (HAI) is responsible for setting standards and accrediting healthcare service quality. Currently, over 1,115 hospitals have been accredited, and 977 facilities report to the National Reporting and Learning System. HAI recognizes that patient experience is a key component of high-quality and safe healthcare, encompassing factors such as service accessibility, communication with healthcare providers, and patient involvement in treatment planning.

Patient experience surveys play a crucial role in improving healthcare services. These surveys real-time feedback, help assess service quality, and enhance patient satisfaction. Research highlights factors influencing patient satisfaction, including service quality, hear personnel accountability, and effective relationship mend.



In 2019, HAI developed the Patient Experience Program, which is based on people-centered care, which recognizes patients as a team in their own health care. Designed for hospitals, the tool enables them to collect valuable feedback from patients and families about their expenses in the healthcare setting. The survey of 16 questions was in 3 key areas: 1) Quality and Care Processes, 2) Healthcare Services, and 3) Engagement. This feedback helps hospitals refine their processes to align services with patient needs while reinforcing ethical values in healthcare.

Quality and care processes	Healthcare services	Engagement
<ol style="list-style-type: none"> <li>The doctor prioritizes physical examinations for accurate diagnosis.</li> <li>The doctor provides information and recommends treatment methods and options.</li> <li>The doctor listens and discusses concerns to ease worries about illness.</li> <li>There is an opportunity to discuss health conditions with nurses or staff.</li> <li>Patients are involved in decision-making regarding their treatment.</li> </ol>	<ol style="list-style-type: none"> <li>Receive equal care without discrimination.</li> <li>Receive guidance and information on hospital service procedures.</li> <li>Patients and their families receive useful treatment information to enable self-care.</li> <li>Receive clear information on medication use, side effects, and symptoms to</li> <li>Receive clear instructions on abnormal symptoms that require a follow-up visit and scheduled check-ups.</li> </ol>	<p>Do you recommend others or people you know to continue using healthcare services?</p>

### AIM

- To study healthcare trends through patient and family feedback on services and their role in treatment planning.
- To help healthcare facilities refine workflows to better meet patient needs with value, meaning, and ethics consideration toward patients

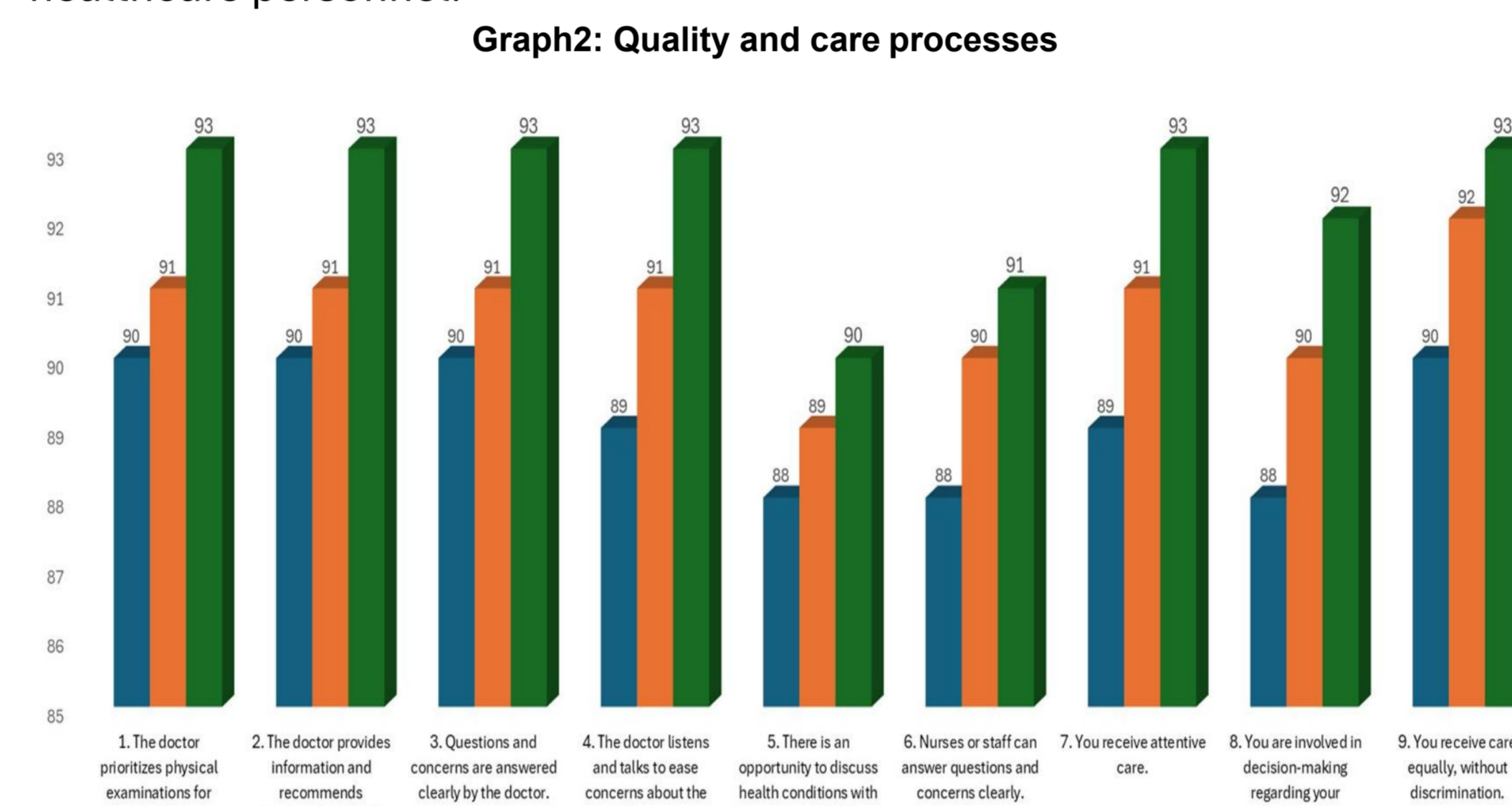
### RESULTS

The patient and family experience survey analyzed three key areas. The highest satisfaction scores were used for learning, while the lowest were examined to identify processes affecting patient safety. Insights were then used to refine workflows and strengthen high-scoring areas. This approach reflects the healthcare system's commitment to comprehensive care, fostering positive relationships between patients, families, doctors, nurses, and hospital staff. The survey and care process improvements were conducted Between 2022 - 2024. Classify by the number of patients and family participating in the survey on patient and family experiences, healthcare entitlements, and patient types.

Yeas	Total Hospital respondent	Total Patient respondent	Healthcare entitlements			Area	
			Universal Coverage Scheme (UCS) (%)	Social Security Scheme (SSS) (%)	Other (%)	OPD (%)	IPD (%)
2022	600	159,113	39.29	19.46	17.33	56.3	43.7
2023	505	239,865	38.07	17.90	21.09	52.44	47.56
2024	446	259,634	39.68	17.10	20.38	54.6	45.40

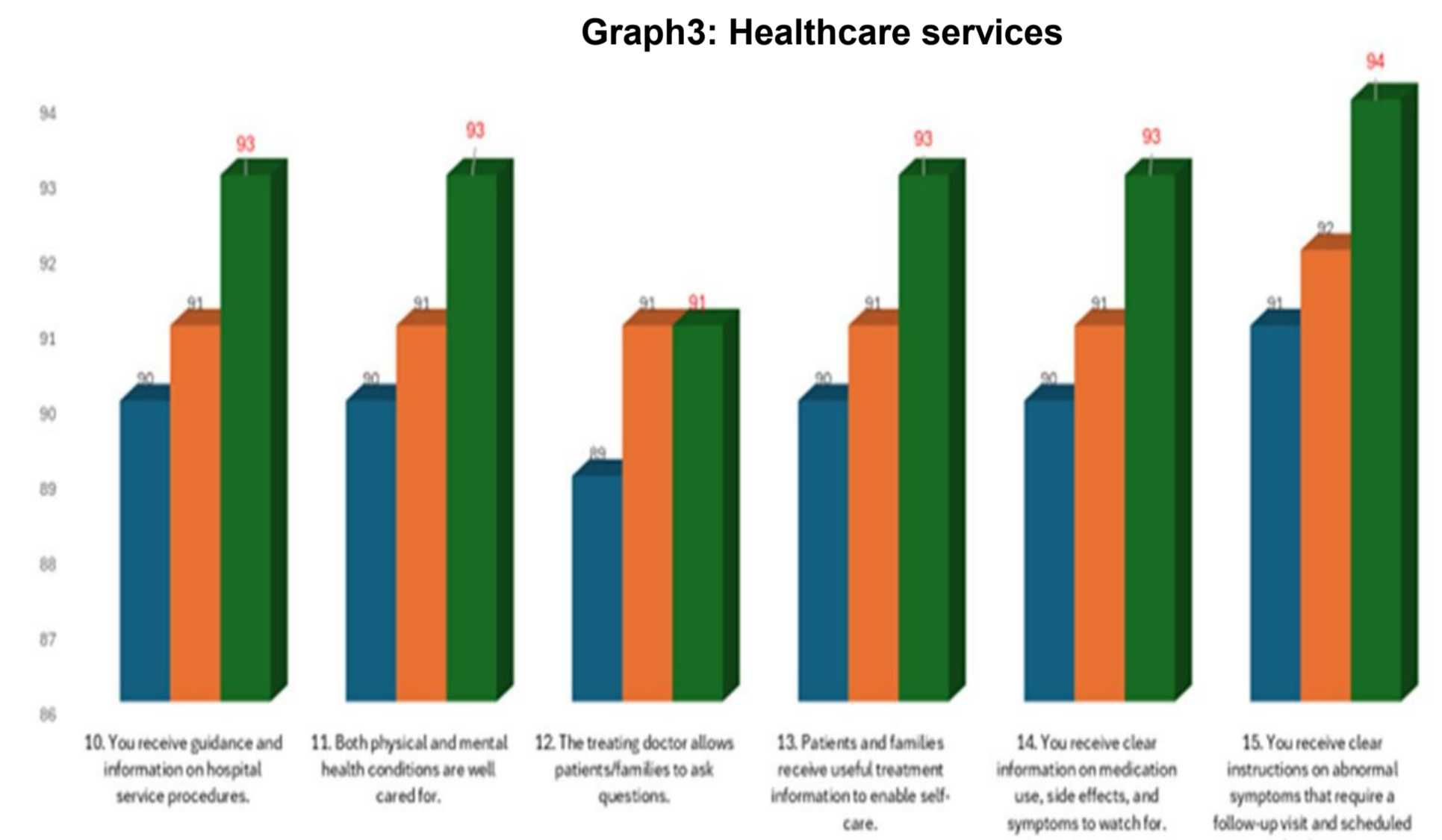
#### Outcome for Quality and processes of care

Between 2022 - 2024, a hospital survey on patient care experiences across all member hospitals indicates an overall upward trend in patient and family experiences with healthcare facilities. 93% of the feedback related to medical care showed improvement. Priority was given to physical examinations, the provision of treatment information and options, addressing patient concerns to reduce anxiety, and opportunities for consultation with healthcare personnel.



#### Outcome for Healthcare services

Between 2022 - 2024, the results reflect an upward trend in patient and family experiences with healthcare facilities. 94% of respondents expressed the highest satisfaction regarding clear guidance on abnormal symptoms that require follow-up visits and scheduled check-ups.

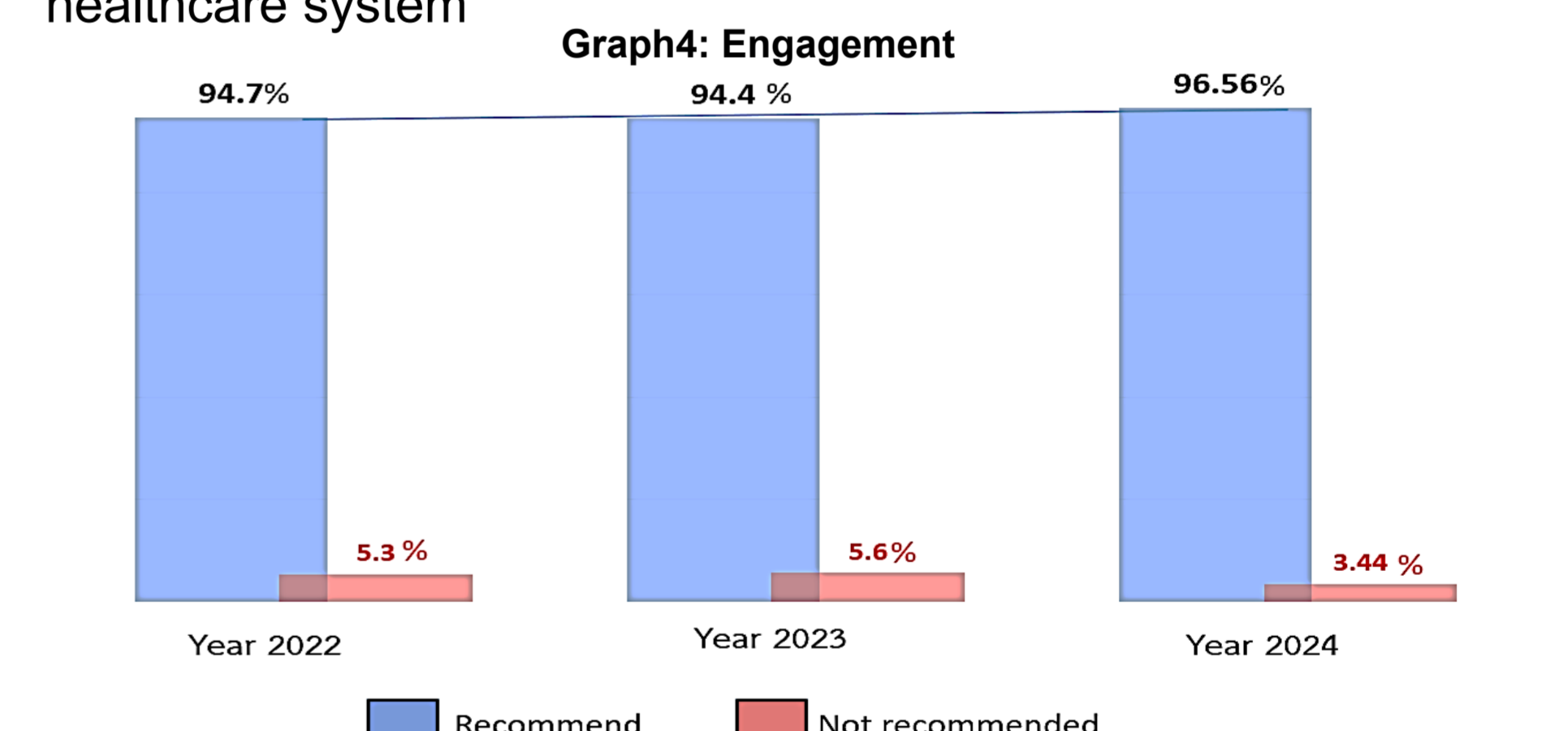


#### Example Quality Improvement in Hospital (Service)

feedback	QI Plan
1. It is recommended that the hospital provide services in a timelier manner to improve overall patient experience.	Implementation of the Smart OPD system, flexible working hours, and telemedicine services is recommended, as these measures have been shown to reduce patient waiting time. Specifically, OPD service time has improved from 12:00–12:30 p.m. to 11:00–11:30 a.m.
2. It is suggested that the phlebotomy room be made available earlier in the day to better accommodate patient needs.	
3. It is recommended that nurses maintain a calm and respectful tone of voice during the history-taking process, in order to create a more positive and supportive experience for patients.	"Installing a loudspeaker will help patients at the back hear clearly and promote polite and effective communication from nurses."
4. Patient and family participation is incorporated into the treatment planning process.	Communication involves explaining the patient's condition to both patients and their families in order to support decision-making in treatment planning.

#### Outcome for Engagement

The results indicate a consistent increase in recommendations of the hospital by patients and families, reflecting strong patient engagement, involvement in care, and the effectiveness of the healthcare system



### METHOD

This study utilizes data from the Patient Experience Program (PEP) over 3-year period, spanning three fiscal years (1 October–30 September each year). The research focuses on evaluating patient experiences to inform improvements in healthcare service quality and safety. Study Design, A retrospective analysis of patient experience data collected through a web-based application using both quantitative and qualitative methods.

- PEP Web-based Application
- Target Group: Patients and families participating in the 3P Safety hospital
- Sampling Method: Convenience sampling based on voluntary participation in the survey; have data collection tools
- The survey consisted of 16 questions focusing.

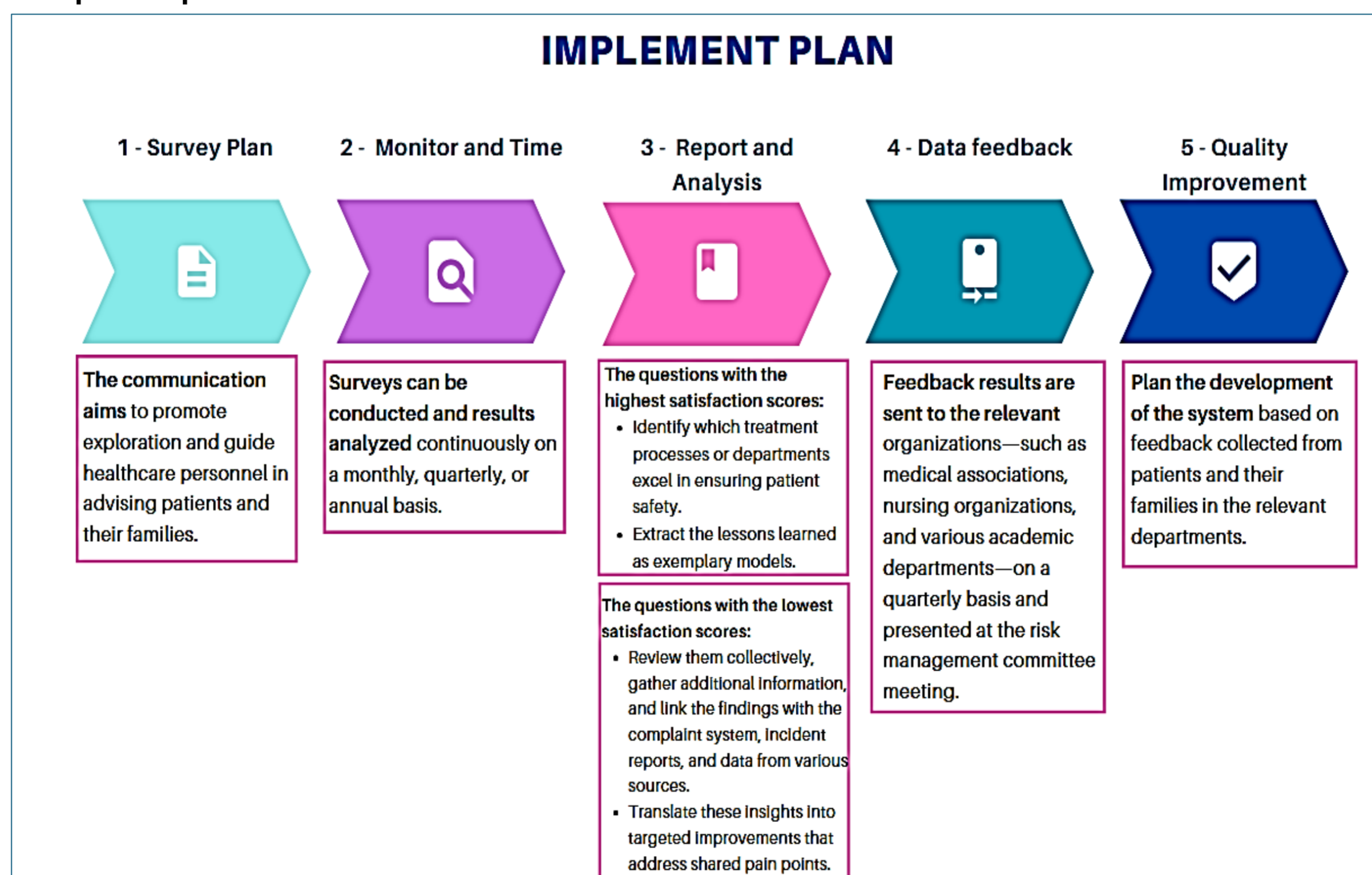
Survey: Checklist and Rating Scale: Questions measuring patient experience and service quality Survey QR Code: Digital access to facilitate participation and rating using emotion icons to assist respondents, increasing understanding and engagement in the survey process



#### Implementation for Improvement

The implementation of the PEP system in healthcare facilities can improve service quality and efficiency.

Graph 1 Implementation



### CONCLUSIONS

- Actively listening to patient experiences is essential for evaluating and learning from their feedback. Utilizing this data effectively allows for the design and enhancement of healthcare services that align with the needs and expectations of patients, and families, ultimately ensuring a high-quality healthcare system.
- Service improvements should be driven by a deep understanding of customer needs and expectations. The quality of care is reflected in the overall patient experience, including a well-designed, aesthetically pleasing environment, a welcoming atmosphere, and service models that prioritize safety and effectiveness.

### ACKNOWLEDGEMENT

We express our sincere appreciation to 3P Member hospitals and experts.

### REFERENCES

- Piyawan L., et al. (2019). Patient Experience Program for Patients and Personnel safety in Thailand. Patient Network Groups and Civil Society. (2019). *Report on patient networks and civil society engagement*. [HAI].

### CONTACT INFORMATION

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