

DEVELOPMENT OF STRATEGIC PLANNING IN THE EMERGENCY ROOM
OF KUMKHAUNKAEO HOSPITAL TO MEET THE HOSPITAL
ACCREDITATION STANDARD



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ABSTRACT

Development of strategic planning in the Emergency Room of Kumkhaunkaeo Hospital to meet the Hospital Accreditation standard is the topic of this Participatory Action Research. The purpose of this study was to develop strategic planning for the Kumkhaunkaeo Hospital Emergency Room to meet the standard of Hospital Accreditation so it can be used as an example for other sections in the hospital. The study assessed the process of strategic planning and identified ways in which all participants developed strategic for improving quality of planning including the main problems influencing the strategic planning process of the Emergency Room.

The twelve participants consist of the Head of the Emergency Room, nine registered nurses and two technical nurses. The methodology in this study focussed on the strategic planning process. The tools for the situation analysis were SWOT analysis and TOWS matrix which provided the strategic plan with internal and external analysis in terms of the organization its strengths and weaknesses including environmental, threats and opportunities. The study used brainstorming technique and participatory observation for step-by-step group discussion.

All participants were interviewed by using 30 structured guideline questions and the strategic planning process was evaluated by a pre and post Self – Assessment Manual.

The main findings were as follows;

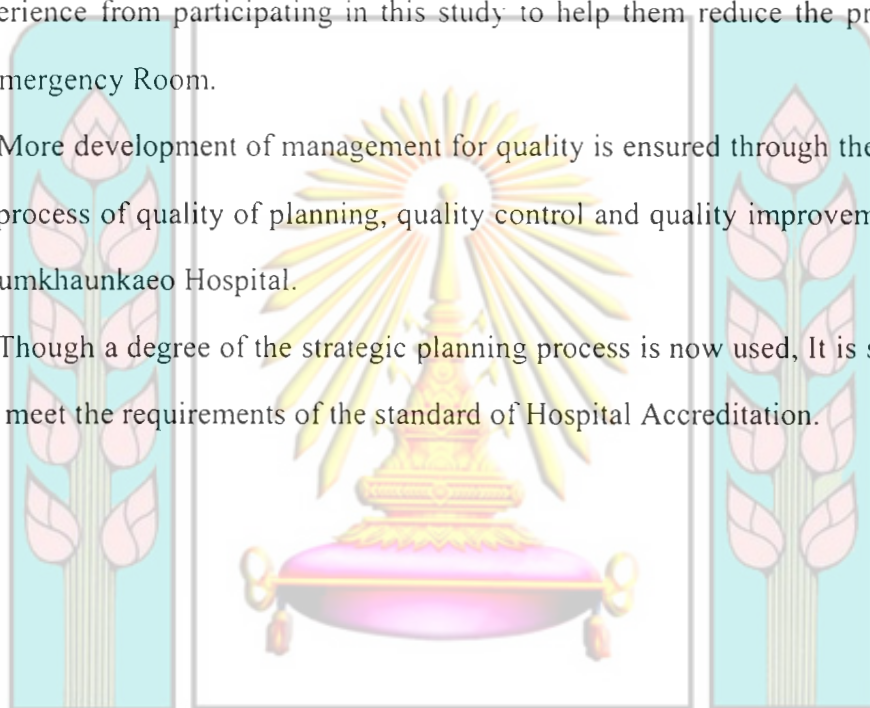
- 1) The researcher can identify the factors and main problems that influence the planning process of the ER so the participants can use this information to manage the Emergency Room more efficiently.

2) The twelve participants can involve themselves in establishing a strategic plan and they want the opportunity to develop it to meet the standard of Hospital Accreditation.

3) The twelve participants seem to have better knowledge and understanding of the strategic planning process. As a consequence, they are more motivated and can use the experience from participating in this study to help them reduce the problems facing the Emergency Room.

4) More development of management for quality is ensured through the newly established process of quality of planning, quality control and quality improvement for the ER of Kumkhaunkaeo Hospital.

5) Though a degree of the strategic planning process is now used, It is still not sufficient to meet the requirements of the standard of Hospital Accreditation.



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