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 NIPON JIRASAKSUWON: SWOT ANALYSIS TOWARDS THE  
 READINESS OF BEING HEALTH-PROMOTING HOSPITAL OF PHNAS  
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Even though the medical science and technology are far advanced today, there were still many patients inflicted with preventable injury and disease at hospital, which does not meet the "well-being" of people – newly defined by WHO, the World Health Organization, whenever referring to the word "Health". "Health" in this day is not limited to a healthy body only. It's extended to cover the area of physical, mental, as well as social and spiritual welfare.

Generally, hospitals can be considered as social epicenters where there are a lot of people – both hospital staff and patients, as well as the supporters, working and visiting each day. Instead of focusing on medical healing, would it not be better if the hospital could make these people capable of keeping all these preventable ailments at bay before hand, which is compatible with the meaning of "well being". By return, a lot of cheerfulness would occur on both parties – hospital and folk – as well the medical cost, time could be saved by less spending, which could be boon to the country's economy and become human resource-sustainable development for Thai citizens as a whole.

This study was a study of SWOT analysis towards the readiness of the Phnas Nikhom hospital in being the health-promoting hospital (HPH), which stresses on the direction of preventive rather than curative measurement. Participating in the HPH- program is easier said than done as there is no HPH-pattern to follow. In fact, it is contradictory to reality. "Right now there is yet HPH-model, it's fluid and still under process now," said Boonyong Keiwkarnka.

It's quite a unique story, any self-proclaimed HPH-being may not be regarded as such a certain model for another, and vice versa. It is an individual matter for any hospital to participate in the HPH-running as it needs to develop its own pattern by producing from its existing resource, material, culture and environment contents available in its premises. The level of understanding and cooperation from both the state and private agencies, as well as the folk in the constituent area are instrumental factors to success, which should not be overlooked.

As there is no existing HPH standard pattern, should it be smarter for the hospital to evaluate its current HPH-being situation prior to implementation. Where later it could be well prepared by awarding itself with some HPH-entering strategies, and till then it could strategically enter at ease.

With the courtesy of the Public Health Department, the 7-HPH-indicator – collected by the 24-HPH-pilot hospitals – was the only credible available flagship used, as the clue, for following the trail to the current HPH-being in this study analysis.

All of the aforementioned reasons inspired the bilateral parties – Phnas Nikhom hospital and the project researcher – to decide to cooperatively study and analyze if Phnas Nikhom hospital was currently HPH-readiness being yet, if not some HPH-running strategic recommendations would be advised prior to HPH-entering.

This study was designed for 6-month-analysis to be implemented at the Phnas Nikhom hospital. The study included five parts:

- Part one: Set-up HPH-working committee and the HPH-analysis meaning
- Part two: Development of Research Instrument (Identification of Critical Environmental Factors)
- Part three: HPH-indicator Analysis
- Part four: Current HPH-being Analysis at Phnas Nikhom Hospital
- Part five: HPH-entering recommendation by TOWS Matrix Analysis.

The results of this SWOT Analysis show that the activity's cluster was affected by the strength-cum-opportunity, as well as strength and opportunity's only, which were considered as supporting factors to Phnas Nikhom Hospital, were 42.10%, 10.52% and 5.26% respectively, totally combined to 57.88%, which was the major occupied regional area compared to the other three. The activity's cluster affected by the strength-cum-threat, the weakness-cum-opportunity and the weakness-cum-threat were 15.80%, 15.80% and 0%. The rest 10.52% of the activity's cluster was neutral – equally affected by both strength and weakness as internal factors, as well as opportunity and threat as external factors. As the major area of the activity's cluster affected by the strength-cum-opportunity was 57.88%, this might be accepted that the Phnas Nikhom Hospital is ready to be a Health Promoting Hospital.

In addition, some hospital-staff, as the HPH- working committee had been involved in this project development, implementation and evaluation– and by the way they could learn, aware and gain all the analyzed process, problems, solutions and results together with the project researcher throughout the study. These experiences and knowledge they had gained through their involvement and cooperation in this study, would help them succeed in their further studies for more details, should they wish to do so and embarking on their own, after the project researcher has finished his assignment and left the hospital.

The researcher had put up at the end of this paper, a set of recommendations which would be useful for the Phnas Nikhom Hospital for further more detailed studies, and also for other hospitals which may wish to embark on the process to become Health Promoting Hospitals.

Field of study Health Systems Development Student's signature.....  
 Academic year 2003..... Advisor's signature.....