



# Consumer Service in UC Program, Thailand

# Scope

- **Background & Overview**
- **Definition & General Concept**
- **Consumer Service Management**
- **Number of services and achievement**
- **Innovation to improve and to develop system**

# Thailand



Provinces	76
Districts	957
Tambons (Communes)	7,255
Villages	68,839

Source: Thai Health Profile 2007

# Background information

<b>Population</b>	<b>63.2 million (2007)</b>
<b>GNI per capita</b>	<b>2,840 US (2008)</b> <b>5,990 International dollar</b>
<b>IMR</b>	<b>11.3/1,000 (2006)</b>
<b>MMR</b>	<b>9.8/100,000 (2006)</b>
<b>Life expectancy female</b>	<b>77.6 (2006)</b>
<b>male</b>	<b>69.9 (2006)</b>
<b>Population with health care coverage</b>	<b>99.47% (2010)</b>

# Health service providers

Facilities	units	beds
Regional hospital	25	17,233
Provincial hospital	69	22,585
Community hospital	736	28,366
Health Center	10,848	-
University hospital	15	8,792
Private hospital	322	33,678
Private clinics	346	-
Drug stores	17,017	-

Source: Thailand Health Profile 2007

# National Health Security Office [NHSO.]



National Health Security Office

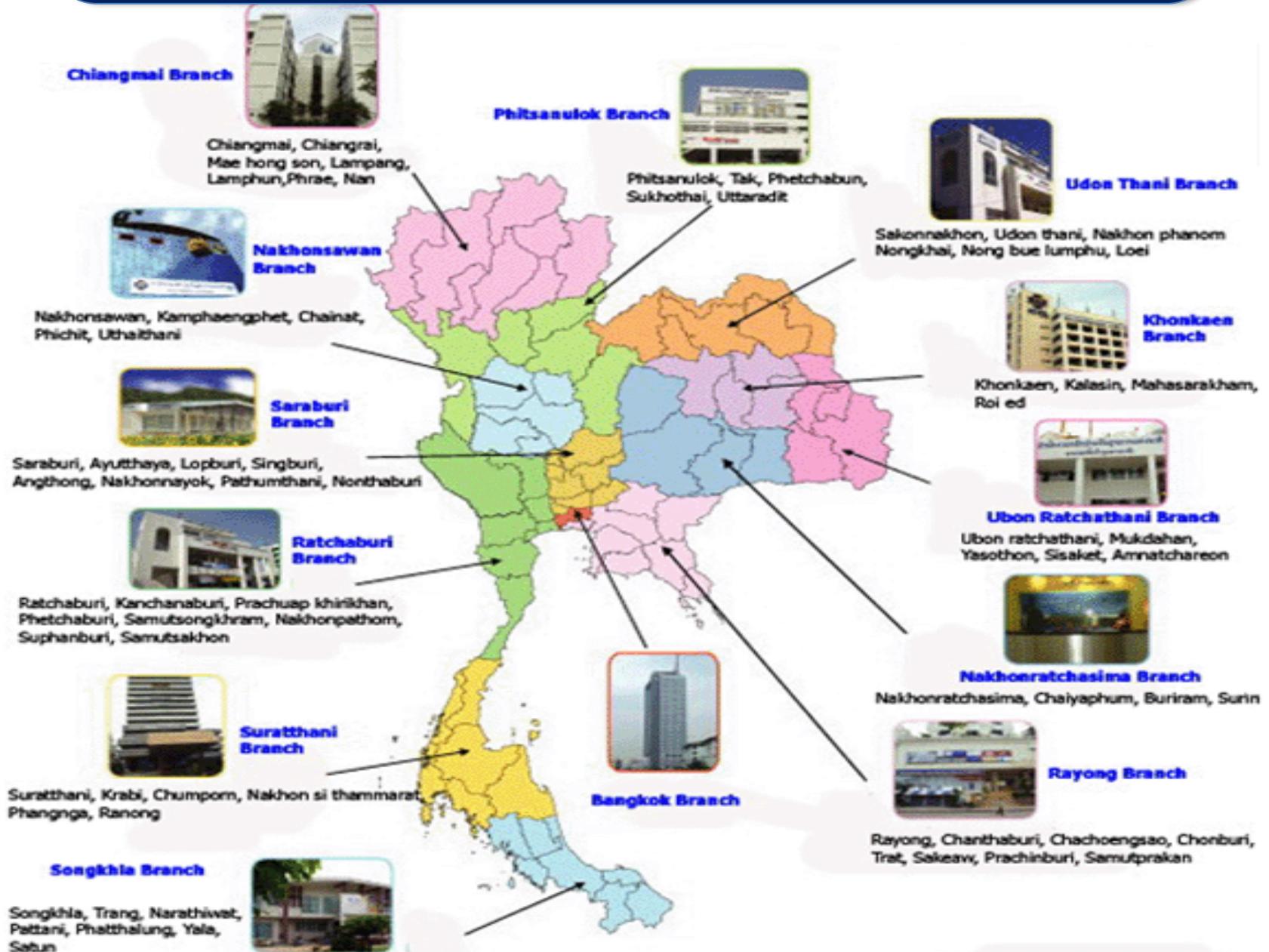


- **NHSO** is a state agency, officially founded in 2002, under the National Health Security Act.
- It is responsible for the health security of **47.99 million Thai citizens**. Every person born as a Thai should feel secure, irrespective of being sick or not .

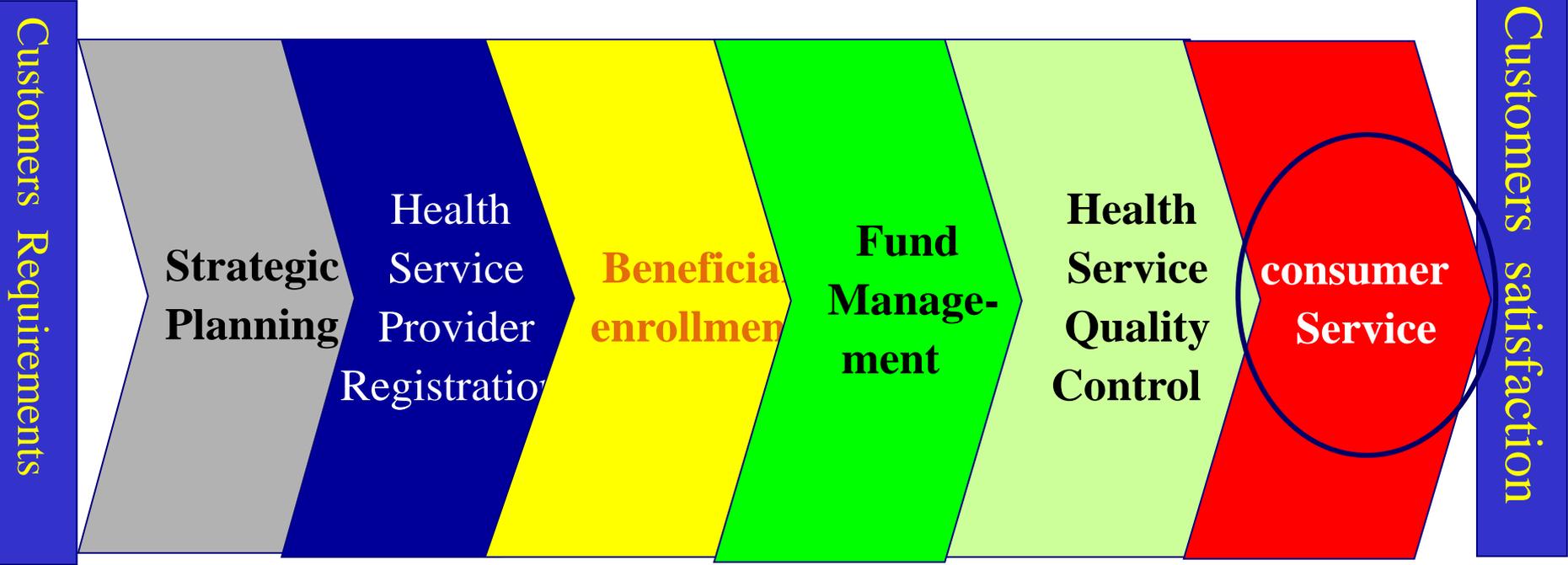
# **National Health Security Office [NHSO.]**

- **The mandatory duties of NHSO are to manage the health security fund and allocate the subsidiary budget to 236 clinics and 963 hospitals to promote and develop a good health care system for all Thai people.**
- **In order to assure the quality of care provided to UC members, NHSO has to control and supervise health care units to achieve the required standards of health services for all members.**

# National Health Security Branch Office



# Main of core businesses



# General Concept

**- The mechanism to ensures people's access to health services stipulated by laws and in the meantime, helps reducing conflicts between providers and consumers, raises awareness and common understanding, as well as delivers information to people.**

# Consumer's Right

- Right to register and choose service center
- Right to receive health Service with free of charge at their service center
- Right to receive health Service at any hospital if they get accident or emergency



# Consumer's Right

- Right to complain if they have any inconvenience or problems it may occur
- Right to request for money if they got damage (false liability)



# How can people get their right ?

- they must be Thai nationality
- they must have an I.D. Card
- they must have house registration
- They are not in Civil Service or Social Security Scheme



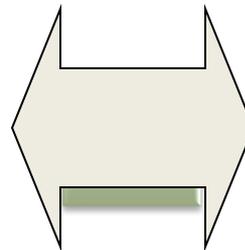
# Healthcare services under National Health Security Act

- ▶ **Promotive and preventive cares**
- ▶ **Diagnosis**
- ▶ **Curative care**
- ▶ **Medicine, medical supplies, organ substitutes, and medical equipments**
- ▶ **Delivery**
- ▶ **Boarding expense within health care unit;**
- ▶ **Newborn and child care**
- ▶ **Ambulance or transportation for patient**
- ▶ **Physical and mental rehabilitation**
- ▶ **Other expenses necessary as prescribed by the Committee**

# Where can consumer complain?



Complaint unit

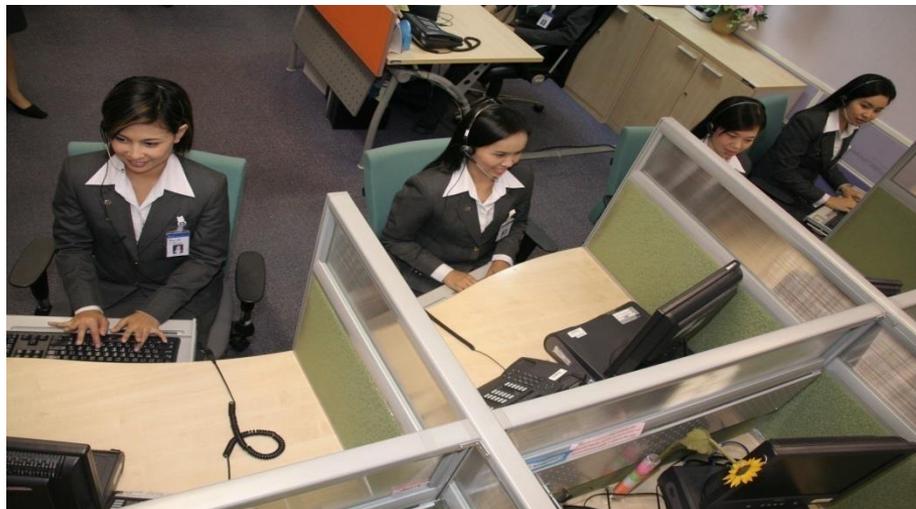


# NHSO Call Center 1330

- Located on 3<sup>rd</sup> floor Building B, The Government Complex Commemorating
- 1330 Centralized at NHSO
- 46 seats ( 4 supervisors : 41 agents ) 60 lines
- Our service covered 24 hrs / day
- Pay 3 Baht per call all over Thailand



# NHSO Call Center 1330



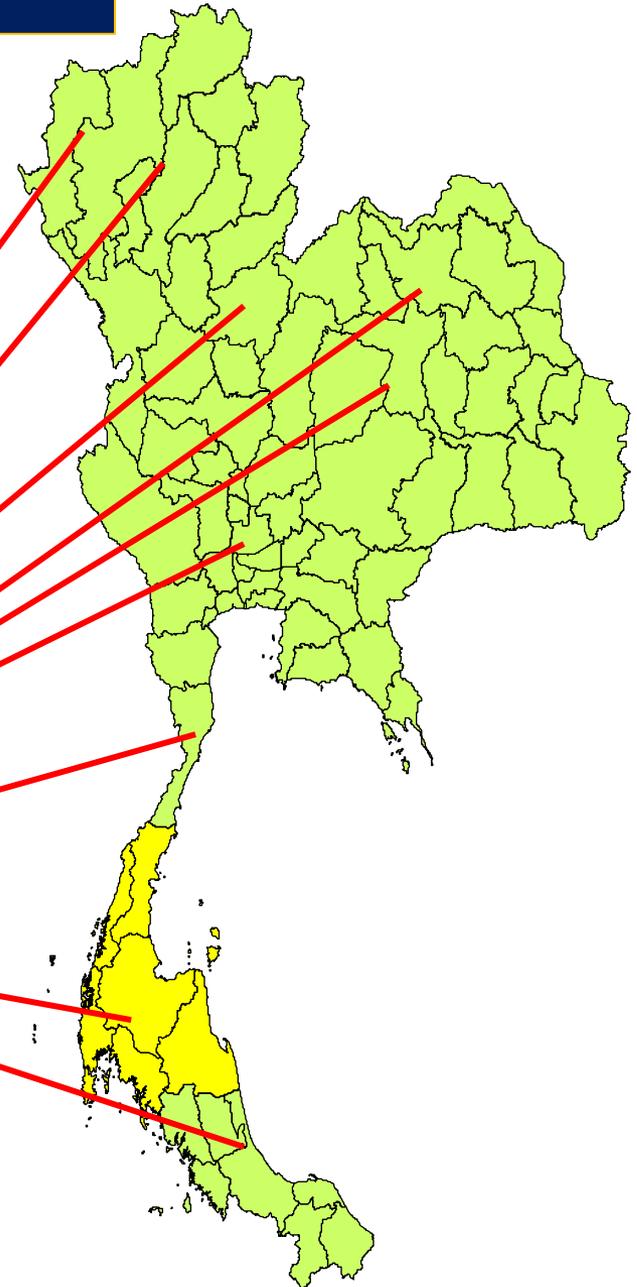
System composed of :

- IVR System (Interactive Voice response )
- CRM System (Customer Relationship Management )
- ACD system (Automatic Call Distribution)
- Knowledge Base
- Voice recorder
- Data reporting

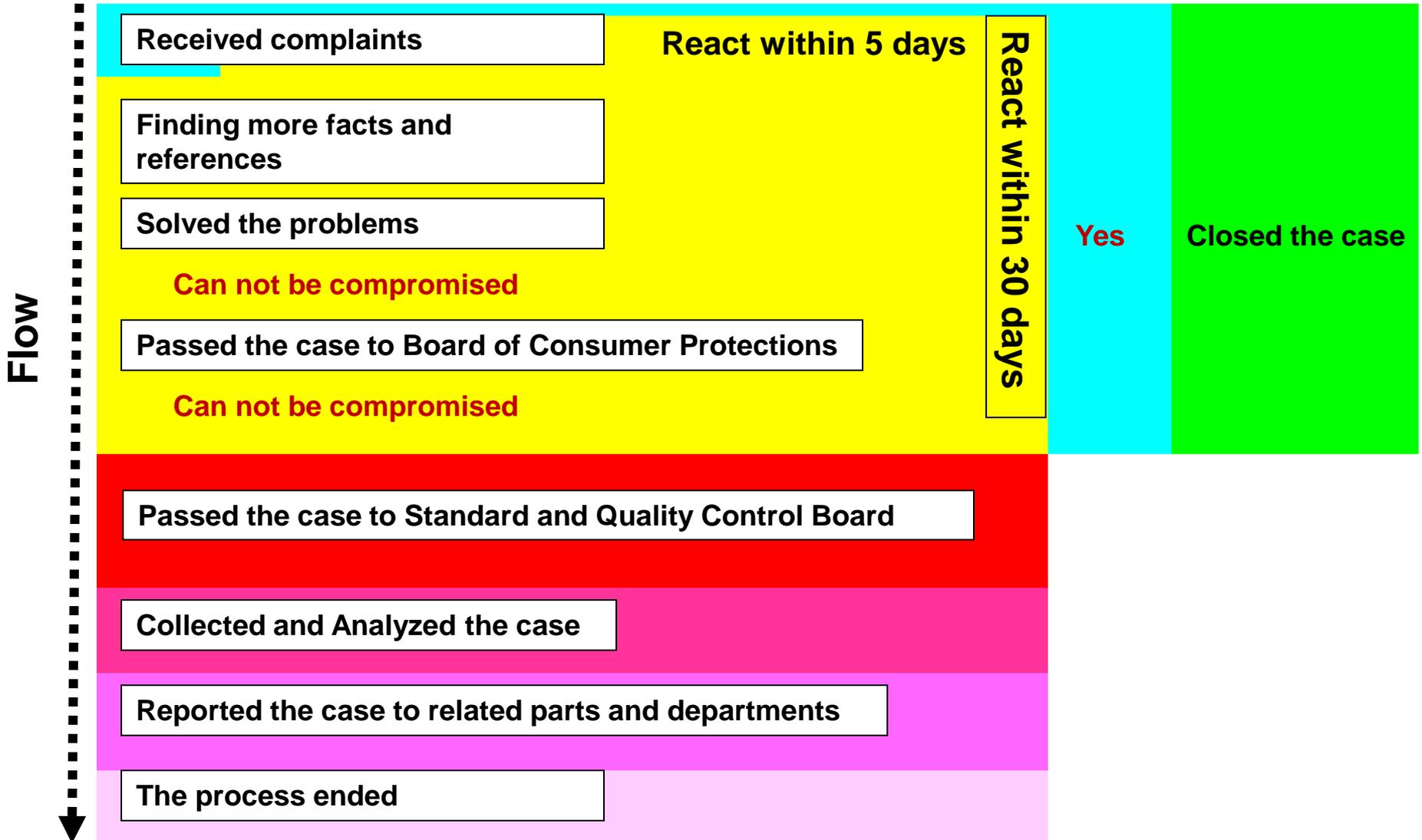
# Complaint Management Process

## Frameworks & Steps

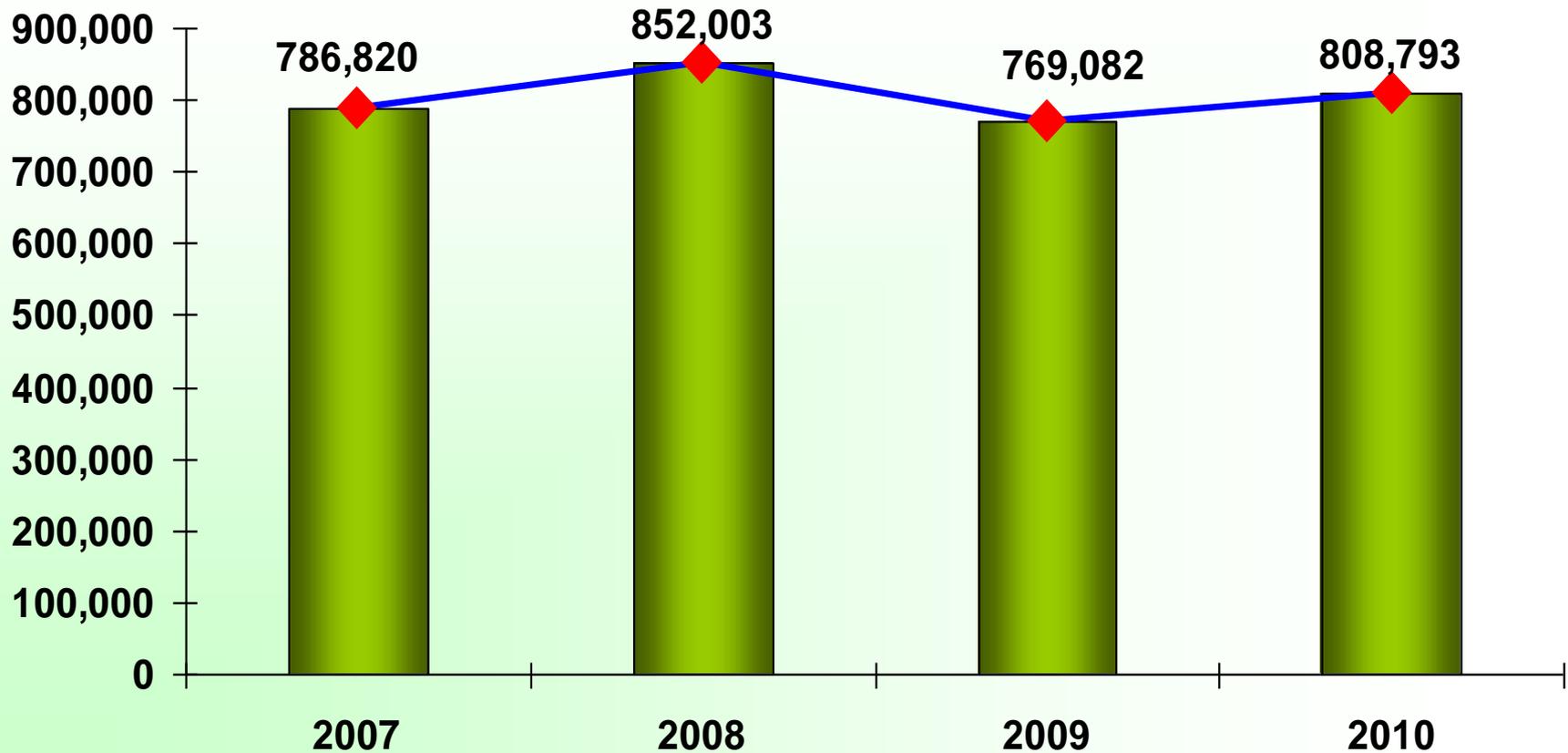
- Call Centers 1330 receives the calls.
- Transfer the issues through the Complaint Staff ( In center or Provincial Branches in those areas to deal with.
- The complaints and issues have been solved by them within 30 day



# Complaint Management Flow



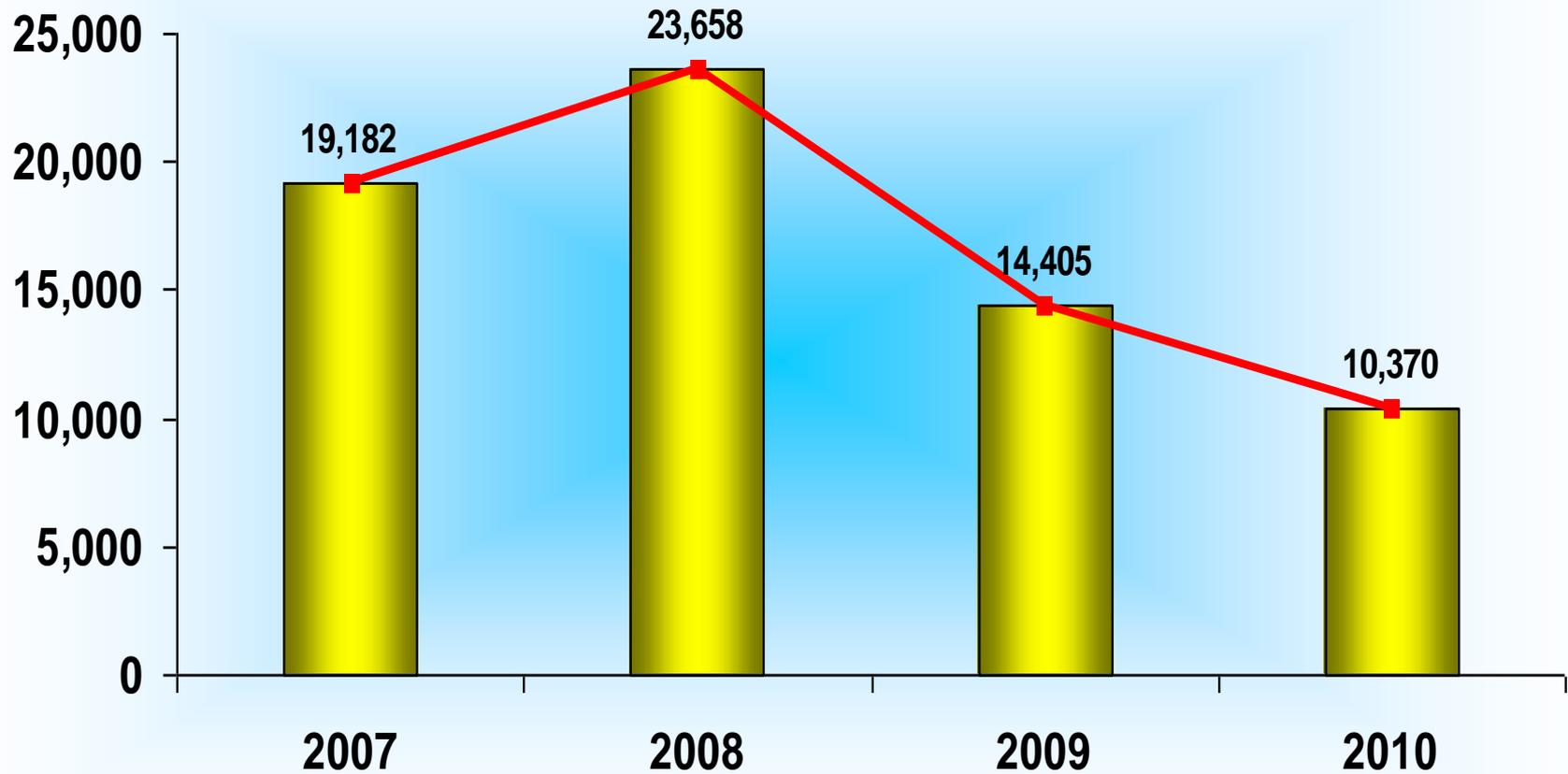
# Number of services : Informations



# Top 5 Informations

- 1. Where is my clinic / my hospital ?**
- 2. Can I change my hospital ?**
- 3. Where can I register ?**
- 4. What documents are required ?**
- 5. What are the core benefit packages ?**

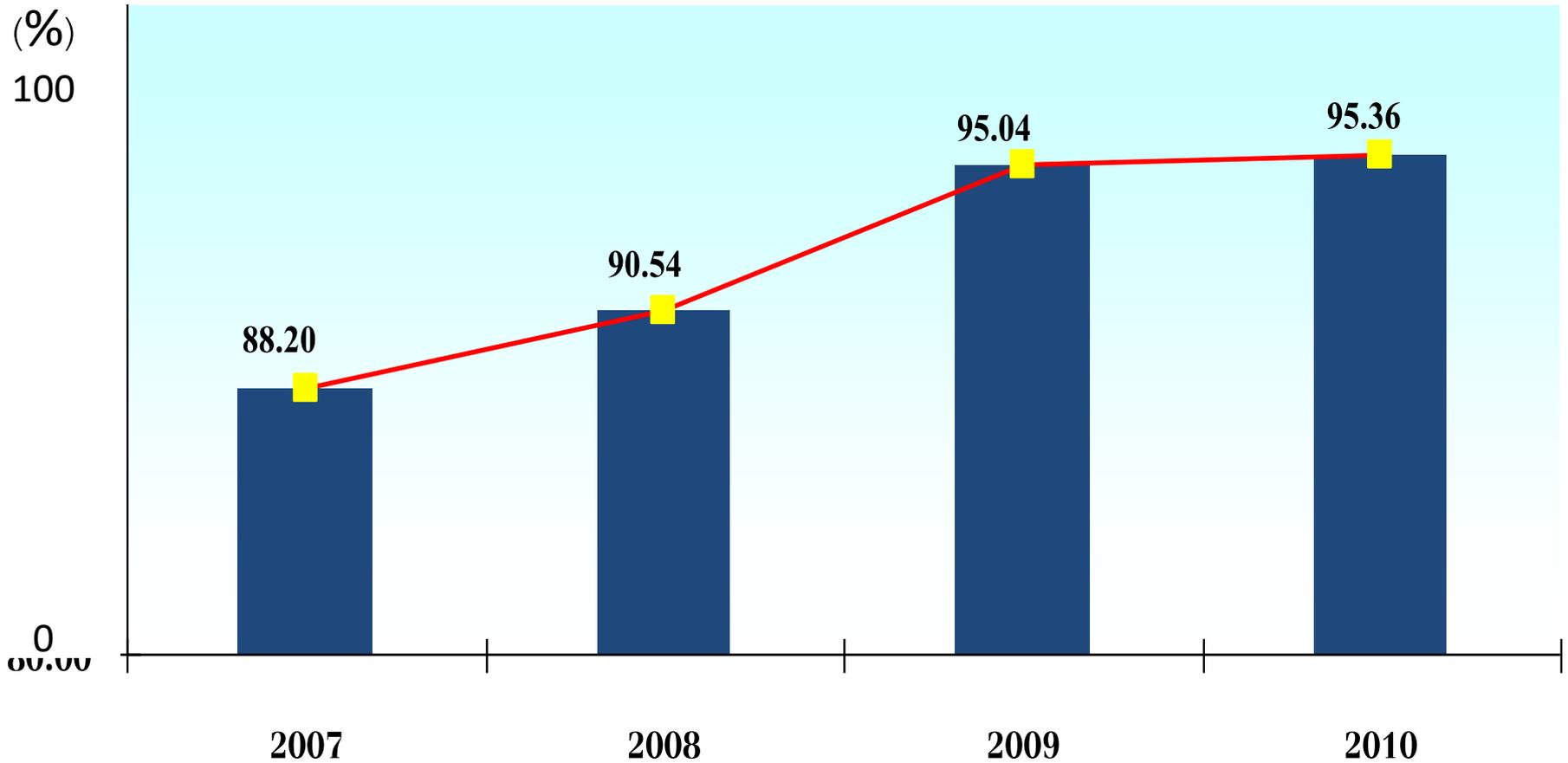
# Number of services : Complaint



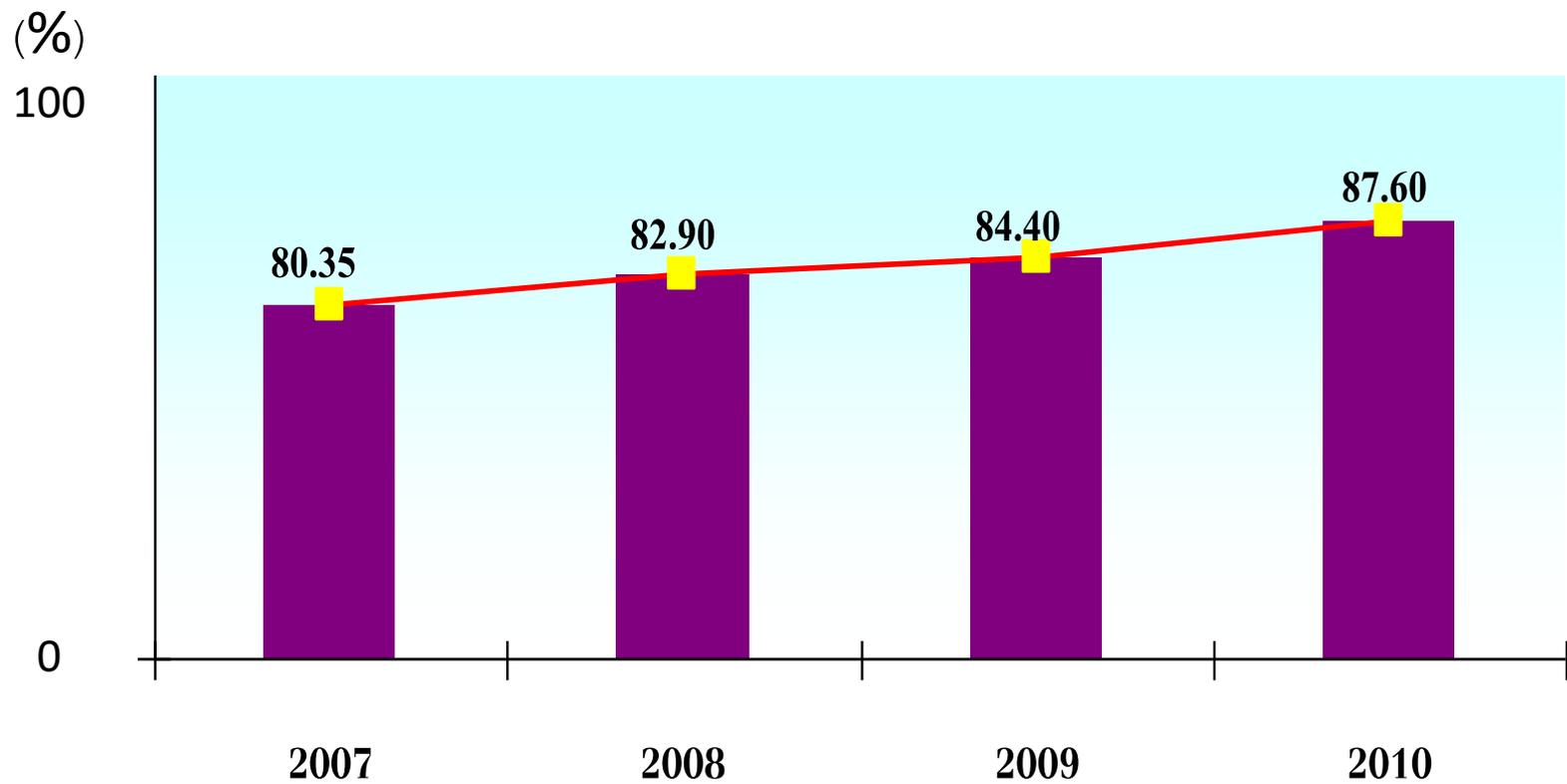
# Top 5 complaints

1. Registration ( *6,169 case* )
2. Patients not received service ( *1,742 case* )
3. Inconvenience service from hospital ( *909 case* )
4. Hospital charge for service ( *893 case* )
5. Quality and standard of health services ( *642 case* )

# Effectiveness : Resolution within 30 day



# Customer Satisfaction



# **Innovation to improve and to develop system**

# Consumer Service Centers in Hospitals



## Objectives

- ❖ Increase standard of quality service
- ❖ Encourage the consumers to access the benefit package and services as well
- ❖ Cooperate and coordinate with the health facilities to cut off the risks and complaints early.



# Consumer Service Centers in Hospitals



## Frameworks & Conditions

- ❖ The health Security Service Center in general hospital must show its PR boards clearly.
- ❖ Provide the services under the theme of “Customer Service” and “Consumer Protection.”
- ❖ Keep the same standard in providing the services.

# Consumer Service Centers in Hospitals

## Proofs of Success

- ❖ **253** of the Health Security Service Centers have been established over the country.
- ❖ The standard of Complaint Management System has been initially applied in the hospitals and health facilities.
- ❖ the Hospital Accreditation (HA) criteria has been integrated with the policy of Ministry of Public Health.



# Consumer Service Centers in Hospitals

## Proofs of Success

- ❖ Thai people accesses the services at “One Stop Service” Center.
- ❖ The customers satisfies in the services particularly in Complaint Management System.
- ❖ Being a role of the buffer between the providers and consumers, the Center can make an ease for the officials in health facility.



# Standards of the Consumer Service Centers in Hospitals



1. Standards for organization' physical requirements
2. Standards for human resources development
3. Standards for operation
4. Standards for data system
5. Standards for proactive services development

# Awards of Consumer Service Centers in Hospitals



# People Complaint Unit



- to facilitate people in freely submitting complaints
- To determine a Complaint Unit to facilitate people in freely submitting complaints, irrespective of the person who is complaining
- Complaint unit have been set up **29 units** in 2010 include

# Challenges

- **To reduce conflicts between providers and consumers.**
- **To ensures consumers access to health service.**

**THANK YOU**  
**for your attention.**  
**Call Center 1330**

