



3.5.2.3 Responsibility to Service Users

Management of Responsibility to Service Users

Quality and Safety

The Company has been providing medical and healthcare services for over 32 years, prioritizing safety and the quality of treatment as its foremost concern. This commitment begins with the selection of expert medical teams and the integration of advanced technology to ensure the highest medical service standards. The Company has been internationally accredited for its healthcare standards by the Joint Commission International (JCI) in the United States since 2010 and continues to uphold this recognition to date. Praram 9 Hospital remains dedicated to delivering high-quality medical services that adhere to international standards. The Hospital strives to offer the best possible healthcare solutions to ensure maximum patient satisfaction through its professional medical care and treatment expertise.



Patient Quality and Safety

Praram 9 Hospital prioritizes patient safety and treatment quality by adhering to international healthcare standards. Its operational approach focuses on the continuous improvement of patient safety measures. Patient Safety is one of the core principles, encompassing various protocols to ensure that patients receive safe and effective treatment. Service quality within the Hospital is another critical focus, ensuring that patients receive the highest level of care. Ongoing improvements and developments across various aspects contribute to patient satisfaction and reinforce confidence in the services provided. The key elements of service quality and patient safety include:

1. Clinical Competence
 - High-quality care from physicians, nurses, and medical teams with expertise and experience in patient treatment.
 - Effective and safe treatments following international standards.
2. Accessibility
 - Accessible services, including appointment scheduling, emergency treatments, and a variety of healthcare options.
 - Process improvements to ensure patients receive timely care with minimal waiting time.
3. Patient-Centered Care
 - Patient-centered services, understanding individual health concerns and providing appropriate consultations.
 - Compassionate and empathetic care, ensuring patients participate in treatment decisions.



4. Effective Communication

- Clear and transparent communication regarding diagnoses, treatments, and medical test results.
- Providing understandable information to help patients and their families make informed decisions.

5. Safety Standards

- Strict adherence to patient safety standards, including medication verification and proper procedural checks.
- Utilizing technology to support treatment and minimize risks, such as medical equipment tracking and electronic medical records.

6. Resource Management

- Efficient resource management, including hospital bed allocation, medical equipment usage, and staff deployment.
- Strategic planning and readiness to meet patient service demands.

7. Continuous Monitoring and Improvement

- Continuous monitoring of service quality through both internal and external evaluations, including accreditation by internationally recognized organizations.
- Quality improvement initiatives utilizing assessment results to enhance service efficiency.

8. Patient Satisfaction

- Evaluation of patient satisfaction, gathering feedback and suggestions regarding received services.
- Implementing corrective actions based on feedback to enhance the patient service experience.

9. Technology and Innovation

- Integration of technology and innovation in patient care, such as electronic health records (EHR) and the use of AI for health data analysis.

- Advancing medical technology in treatments, including robotic surgery and high-precision therapeutic methods.

Enhancing hospital service quality requires a combination of high-quality medical services, patient satisfaction, and adherence to international standards, ensuring optimal patient care in all aspects.

Expanding Sales Channels by Launching the Official Store 'Praram 9 Hospital'

Additionally, the Company considers all stakeholders and service users across all dimensions. Therefore, it has planned to enhance its business competitiveness by developing healthcare products and services that cater to a broader consumer base. This is achieved by integrating digital technology into business processes to generate added value for stakeholders. The Company is focused on creating innovative customer experiences that enable seamless, convenient, and rapid access to healthcare services.

Currently, lifestyle patterns are changing, and service users increasingly prefer accessing healthcare services online due to convenience, reduced travel time, and minimized waiting periods. The Company has thus focused on adjusting its operational strategies in multiple aspects to meet user needs by expanding online purchasing channels. This trend is gaining significant popularity, with users making purchase decisions through E-commerce platforms, including websites. To enhance accessibility, the Company has partnered with key allies to launch the Official Store 'Praram 9 Hospital' on two major platforms: Shopee and Lazada. This initiative is aimed at providing users with a seamless and rapid way to access healthcare programs. By facilitating easier, more convenient, and flexible healthcare access, the Company can better address the diverse needs of consumers while aligning with their lifestyles. Additionally, this initiative



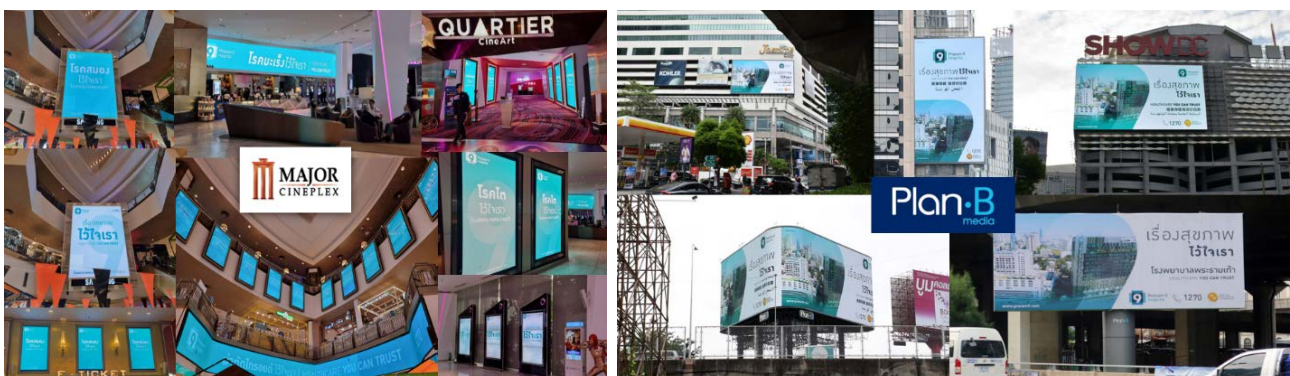
enhances the comprehensiveness of digital healthcare services, allowing consumers to receive professional healthcare support anytime. Users can consult specialists via online communication services, stay updated on healthcare news, and adopt proactive health measures, ultimately improving their long-term well-being. Moreover, this presents a business opportunity to expand healthcare services into a broader market via E-commerce, contributing to the advancement of digital healthcare operations in the future. This strategic adaptation aligns with customer needs and leads to sustainable economic value creation and social impact.

Praram 9 Hospital on Shopee Mall to enhance a comprehensive digital healthcare service model, allowing consumers to access professional healthcare conveniently and at any time. This includes expert consultations, home medication delivery services, and Drive-in Service. Additionally, the platform facilitates communication of health knowledge and services that help protect and improve the long-term well-being of service users.

In 2023, the Company expanded its sales channels by launching on LazMall (Lazada) to provide consumers with more diverse options for accessing healthcare services conveniently. This initiative enhances accessibility by offering coupons in the form of QR Code.



Additionally, the Company leverages Marketing Technology to reach a broader customer base through data collection and analysis. In the offline segment, the Company strengthens its presence by organizing various event activities both domestically and internationally. It also utilizes digital billboards in everyday locations such as roadsides, airports, and cinemas. Furthermore, to enhance customer engagement, the Company offers a Loyalty Program, providing exclusive benefits and discounts to Praram 9 to encourage repeat service usage.





Innovation Development and Collaboration to Enhance Service User Experience

The Company aims to transition into a fully digital hospital and lead in the adoption of advanced technologies for diagnostics, treatment, and healthcare services. Additionally, it seeks to enhance operational efficiency and meet consumer demands by developing various innovative systems, including:

- Customer Relationship Management System (CRM) For more details, please refer to section 1.1.1
- Electronic Medical Record System (Electronic Medical Record: EMR) For more details, please refer to section 1.1.2
- Personal Health Record System (PHR) For more details, please refer to section 1.1.3
- Development of the Smart Hospital project. For more details, please refer to section 2.1.
- Development of the 9 CARE platform and 9 CARE Shop by the Online Hospital Center. For more details, please refer to section 2.2.

Responding to Service Users' Needs

The Company prioritizes consumer satisfaction, as satisfaction is a crucial factor in developing and improving service quality. Regular surveys, monitoring, and inquiries are conducted to understand the needs of both current service users and those who reach out through various online channels. This feedback is then utilized to enhance services and better meet customer expectations.

The Company has set a goal for managing responsibility to service users, aiming for a service user satisfaction rate of at least 95% in Patient Experience. It has set a goal of

1. Outpatient Experience Satisfaction Rate (OPD) Not less than 95%

Based on the 2023 annual survey, the outpatient experience satisfaction rate (OPD) was = 92.12%. In response to the survey results, various initiatives have been implemented to meet service users' needs, as follows:

- Developed an Application Notification to Alert OPD staff when a physician has completed a consultation, ensuring that patient names are promptly sent to the pharmacy and

billing department. This reduces the risk of prolonged waiting times for service users.

- Developed an Application for verifying healthcare benefits, enabling clear, fast, and efficient communication to service users regarding their entitlements.
- Implemented a QR Code system for patient self-care instructions in every consultation room. Each department has a designated QR Code specific to its specialty, ensuring that service users can easily access relevant self-care guidelines.
- To facilitate patient navigation between the two buildings, additional signage has been installed to clearly indicate key locations and pathways. Additionally, an electric shuttle service is available to transport patients between the buildings, minimizing confusion and enhancing convenience.
- For international patients receiving medical services, the Hospital has assigned a sufficient number of interpreters to provide close assistance and reduce language barriers that may impact the quality of patient care and overall service experience. Miscommunication can lead to misunderstandings in treatment, difficulties in providing medical information, or even a lack of trust between patients and healthcare professionals.
- Established the Service Transform Committee to enhance and develop service behavior among staff and to plan strategic service improvements. The committee is committed to systematically implementing all recommendations to continuously refine service quality.
- Efforts have been made to curate suitable retail and dining options that align with the needs of service users.

2. Inpatient Experience Satisfaction Rate (IPD) not less than 95%

Based on the 2023 annual survey, the inpatient experience satisfaction rate (IPD) was = 97.08%. In response to the survey results, various initiatives have been implemented to meet service users' needs, including the following:

- A comprehensive Learning Center was established on the 8th floor to provide professional training, with a primary focus on onboarding new nurses. The center includes



E-training modules on intravenous line placement and fluid administration, utilizing advanced simulation mannequins. Additionally, hands-on training is provided for various nursing procedures using state-of-the-art mannequins capable of simulating real-life medical scenarios.

- For international patients, interpreters are assigned to provide close assistance to minimize language barriers that may affect the quality of patient care and overall service experience. Miscommunication can lead to misunderstandings in treatment, difficulties in providing medical information, or even a lack of trust between patients and healthcare professionals.
- For patients who require long-term hospitalization and need controlled food compositions under the supervision of dietitians, a common issue is loss of appetite. To address this, a meal plan has been implemented with a one-month rotating menu to ensure variety and prevent repetition, enhancing dietary diversity for better patient satisfaction.
- Improvements and adjustments have been made to the Smart TV system and WIFI signal to enhance speed and ensure sufficient connectivity for user needs.

Implementation

For service experience evaluation (Patient Experience) and individual satisfaction surveys, customer relations officers directly engage with service users to gather feedback on their experiences. In cases of commendations or suggestions, the officers record the information into the Program Risk Management system and issue a task report to the relevant departments. This process ensures that necessary corrective measures are taken to prevent recurrence and allows for concrete responses to meet service users' needs effectively.

Facility Improvements to Enhance Service User Experience :

- OPD - 2nd Floor, Building A, Emergency Room, Internal Medicine Department, Orthopedic Surgery Department. These improvements aim to accommodate the increasing number of outpatients.
- IPD - 10th Floor, Building A Renovated to enhance the environment for accommodating inpatients.
- 8th Floor, Building A Established as the Praram 9 Hospital Learning Center to provide academic training for the Company's personnel.

Performance in Responsibility to Service Users

Responsibility to Service Users

Goals: Outpatient Experience Satisfaction Rate (Patient Experience OPD) not less than 95%



Outpatient Experience Satisfaction Rate (Patient Experience OPD)

92.12%

Goals: Inpatient Experience Satisfaction Rate (Patient Experience IPD) not less than 95%



Inpatient Experience Satisfaction Rate (Patient Experience IPD)

97.08%

In addition to assessing overall satisfaction, the Company also evaluates the rate of returning customers. If service users have a positive perception of the Company's services, it fosters trust and encourages repeat visits. Moreover, tracking the return rate of existing customers not only measures satisfaction but also reflects confidence in the services provided and a positive attitude toward the Company. Maintaining high customer satisfaction and delivering an excellent service experience increases the likelihood of strengthening customer trust and encouraging referrals to others.

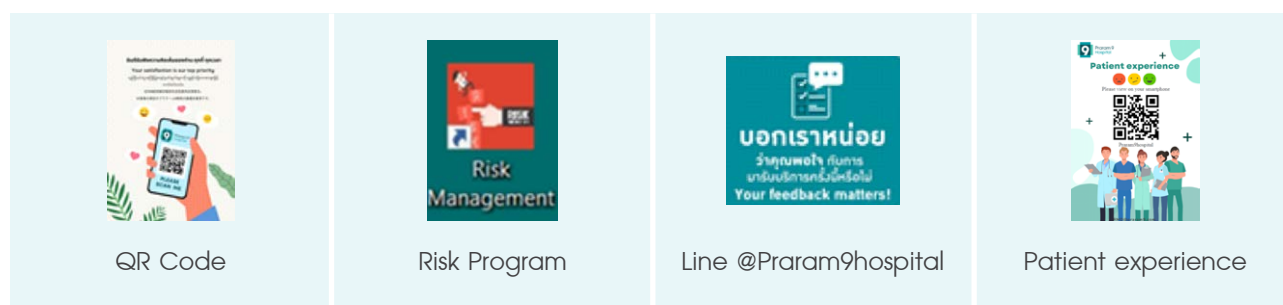
- Recommendation Score for Service Use - Outpatient Satisfaction: 98.25%
- Recommendation Score for Service Use - Inpatient Satisfaction: 98.05%

Service User Complaint Management

Effective complaint management is a crucial aspect of customer service, ensuring satisfaction and maintaining customer trust. The Company has implemented an efficient complaint management process as follows:

Effective complaint management is a crucial aspect of service quality improvement and development. Listening to and addressing customer complaints efficiently not only resolves issues but also provides an opportunity to build stronger relationships with customers and enhance service satisfaction. A well-structured complaint management system can transform challenges into opportunities for service enhancement and refinement. To ensure customer satisfaction and maintain trust, the Company has implemented an effective complaint management process, as outlined below:

1. Complaint Reception: Receiving customer complaints through all available service channels. Currently, the Company has developed multiple reporting systems, including telephone, QR Code, email, Line, and social media platforms, ensuring convenient communication for customers.



2. Listening and Acknowledging: When service users raise complaints, it is crucial to listen attentively and empathetically, making them feel that their concerns are valued and taken seriously.
3. A thorough analysis and investigation of the issues are conducted to determine the root cause, whether it is related to service delays, treatment quality, or procedural inconveniences.
4. Rapid response and resolution of issues are prioritized, along with transparent and direct communication. Upon receiving a complaint, staff members promptly acknowledge and respond to the service user, even if the issue has not yet been fully resolved. Demonstrating concern and recognition of the complaint is essential in maintaining trust and service quality.
5. Follow-up and Summary: Monitoring each case to ensure complaints are properly managed, along with compiling a summary of complaint resolutions.
6. Learning and Improvement: Utilizing complaint data to enhance future services by refining work processes or providing staff training to prevent recurring issues.
7. Providing a clear explanation of the issue and offering a sincere apology to affected service users, demonstrating the Company's awareness and commitment to resolution.
8. Implementing promised solutions such as service modifications, additional services, or providing valuable recommendations.
9. Post-resolution follow-up to ensure the issue has been fully addressed and that the service user is satisfied with the outcome.
10. Record-Keeping: Maintaining detailed records of all complaints received, including complainant details, issue descriptions, and timestamps.



11. Analysis and Evaluation: Conducting a thorough analysis to identify root causes before implementing corrective actions.
12. Utilizing complaints as a tool for service quality improvement is essential, as they provide valuable insights for refining service systems and processes. Complaints serve as key data points for future service enhancements, such as optimizing service procedures, improving staff training, or integrating technology to enhance efficiency.
13. Fostering a culture of responsiveness and encouraging personnel to actively listen and recognize the importance of complaint management is a fundamental part of service quality improvement and development.

Managing customer complaints is not just a process for problem resolution but also a demonstration of responsibility and commitment to providing attentive and efficient customer care. When handled properly and with attention to detail, it can enhance customer satisfaction, improve service quality, and foster long-term relationships with service users.

Outcome: Complaints regarding customer privacy violations: = 0 cases.

Operations in Responsibility to Service User

1. Ensuring the security of digital medical systems in compliance with ETDA standards.
 2. Enhancing organizational data storage on Cloud.
 3. Providing high-quality healthcare with strong safety standards and ethical practices.
 4. Ensuring patient satisfaction and delivering excellent service.
 5. Providing clear, accurate, fast, and convenient health information.
 6. Offering reasonable medical service fees.
 7. Data Privacy & Security – Confidentiality and safety of patient records and treatment information.
- Responsibility to Service is a key factor in building confidence among service users and fostering trust. It also directly contributes to maintaining service standards and ensuring long-term customer satisfaction.
1. Service Quality Maintenance
 - Maintaining Quality Standards: Compliance with established service standards, such as JCI (Joint Commission International) accreditation for hospitals, ensuring consistent and predictable healthcare services.
 - Monitoring and Evaluation: Internal and external assessments to regularly monitor service quality, including audits and quality assurance programs, to improve efficiency and responsiveness to patient needs.
 2. Responsibility for Service User Safety
 - Accident and Hazard Prevention: Implementing measures to prevent and reduce risks in service delivery, such as treatment outcome monitoring, medication safety checks, and hospital infection control.
 - Safety Training: Training staff on safety protocols and accident prevention to ensure adherence to appropriate safety measures within the work environment.
 3. Providing Transparent and Accurate Information
 - Providing Easy-to-Understand Information: Providing transparent and easy-to-understand information about services, medical costs, and procedures, including treatment guidance and cost details.
 - Responding to Questions and Concerns: Service users should receive complete and accurate information, along with clear guidance and answers to any inquiries.
 4. Fair and Equitable Service
 - Fair Treatment: Services should be provided without discrimination based on race, religion, or socioeconomic status.



- **Equal Access to Services:** Ensuring equal care for all individuals without any form of discrimination is essential in building trust and confidence among service users.

5. Ethical Practices

- **Confidentiality and Privacy Protection:** Respecting the right to confidentiality of service users' personal information, such as medical records or personal data, is crucial, especially in the healthcare sector.
- **Maintaining Ethical Standards in Service Delivery:** All personnel should adhere to ethical service standards, ensuring honesty, transparency, and accountability to customers.

6. Listening and Responding to Complaints

- **Taking Complaints Seriously:** The organization must have clear channels for receiving complaints from service users and respond promptly to resolve issues or errors.
- **Evaluation and Improvement:** Complaints should be used as valuable feedback for improving services, such as enhancing workflow processes or increasing staff training to ensure higher service quality.

7. Personnel Development

- **Training and Skill Development:** Enhancing staff skills in customer service and professional expertise, such as communication training and delivering friendly, easy-to-understand service.
- **Strengthening Awareness of Responsibility:** Educating personnel on the importance of responsibility towards customers and the best practices for delivering high-quality service.

8. Service User Care and Satisfaction Enhancement

- **Providing Services that Meet Customer Needs:** Gaining a deep understanding of service users' needs, such as improving services based on feedback and recommendations from users.

- **Post-Service Care:** Following up with service users via phone calls after treatment or service to assess satisfaction and outcomes.

Ensuring responsibility towards service users builds confidence by demonstrating that the organization prioritizes and carefully oversees every aspect of its operations. This includes delivering high-quality services, maintaining safety, providing transparent information, and addressing complaints effectively. A strong commitment to responsibility and attention to detail enhances customer satisfaction and fosters long-term trust between service users and the organization.

Stakeholder Engagement Channels

- Communication and consultation through offline and online platforms (Website, Facebook, Line, Twitter), as well as the contact number for Call Center: 1270.
- Continuous service satisfaction surveys conducted through questionnaires and various electronic channels throughout the year.
- Public relations activities and health education initiatives.
- Providing health education training within the Hospital.

Stakeholder Response Strategies

- Providing patient care in accordance with international healthcare quality standards accredited by Joint Commission International (JCI).
- Listening to feedback, suggestions, and complaints to improve service quality.
- Providing health education and training programs.
- Establishing a secure system for protecting patient data and medical records.