

The Development of Publicity Indicators for Hospitals in Korea

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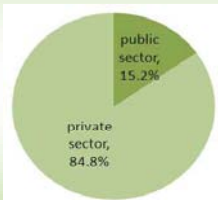
ABSTRACT INTRODUCTION

Korea spends least on public healthcare among OECD countries, since public hospitals contributes only 15.2% of acute care bed. Private sector-driven healthcare provision has been stumbling block for execution of national health policy and exacerbated the inefficiency and inequality. Thus, Korean government initiated expansion plan of public healthcare provision via focused financial support to selected public hospitals with high publicities and potential. Therefore, we developed publicity indicators for selection of recipients of government funding for public healthcare expansion.

BACKGROUND

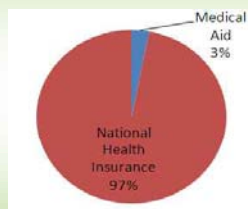
- The Characteristic of health Care System in Korea

1. Limited Proportion of Public Sector in Hospital Beds



OECD, health data(2002)

2. National Health Insurance - Universal Coverage



MOHW, Health Care Statistics(2009)

3. Fee-for-Service

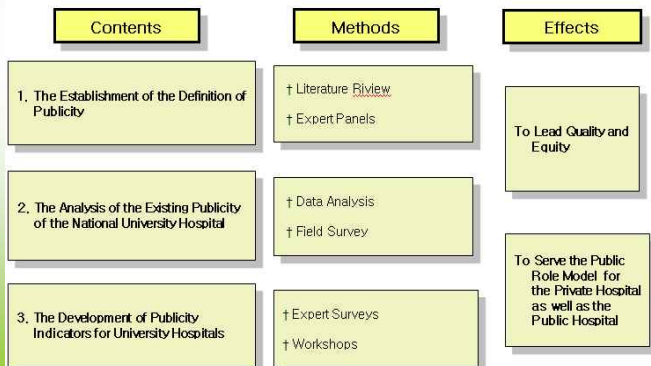
- Emphasis on Treatment, Neglecting Prevention(profit-driven)
- Overtreatment due to Supplier-Induced Demand (profit-driven)

PURPOSE & METHOD

1. Purpose

This study aims to strengthen and support the public role of university hospitals via developing indicators to measure the publicity of healthcare.

2. Overall System of the Study



RESULTS

1. Establishment of the Definition of Publicity

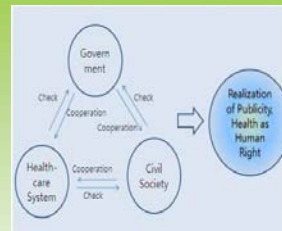


Figure 1. Basic Concept of Publicity

Figure 2. the Publicity of Hospitals



2. Development of Publicity Indicators for Hospitals

On the basis of the Definition of Publicity, PI is largely categorized into 'Publicity of Healthcare Service' and 'Publicity of Organizational Management'. PI are further divided into 6 sections, 14 subsections and 31 components

Category	Section	Subsection	No.	Publicity Indicators		
Planning	-	Evaluation of Proposed Plan	1	Integrity & Comprehensiveness of Proposed Plan		
		Actions	2	Establishment & Management of Standing Committee in Hospital for Appropriate Healthcare		
		Initiatives	3	Establishment & Management of Regional Association for Appropriate Healthcare		
		Results	4	Academic Seminar & Education Program on Appropriate Healthcare		
			5	Score on Appropriate Healthcare (Health Insurance Review Agency)		
			6	Score on Quality of Care (Hospital Accreditation Appraisal)		
			7	Score on Improvement in Quality of Care & Practices for Patient Safety (Hospital Accreditation Appraisal)		
			8	Publications with Keywords: Appropriate Healthcare and etc.		
			9	Exclusive Organization & Human Resources		
			10	Establishment & Management & Diversity of Regional Standing Committee		
		Publicity of Healthcare Service	Healthcare Safety Net for Tackling Health Inequality	Supporting System for Healthcare of Vulnerable Population	11	Budget for Healthcare of Vulnerable Population per Number of Inhabitants in the Region
				Healthcare Provision for Vulnerable Population	12	Number of Patients Received Monetary Support from Social Service per Total Patients
				13	Actual Record of Monetary Support for Vulnerable Population	
				Improvement in Accessibility	14	Standard-rate Beds per Total Beds
15	Selective Additional Charges per Total Charges					
16	Publications with Keywords: Vulnerable Population, Health Equity, Health Inequality and etc.					
Research	17			Publications with Keywords: Vulnerable Population, Health Equity, Health Inequality and etc.		
Unmet Healthcare in the Region	Organizational System			Exclusive Organization & Human Resources	18	Establishment & Management & Diversity of Regional Standing Committee
				19	Budget for Addressing Unmet Healthcare per Number of Inhabitants in the Region	
				Education & Training	20	No. of Education & Training Sessions for Healthcare Professionals for each Programs
		21	No. of Participants in Education & Training for Healthcare Professionals for each Programs			
		22	Establishment of Mission, Vision & Implementation Plan			
		Publicity of Organizational Management	Leadership	Vision & Strategy	23	Efforts to Share Vision & Strategy e.g. Employee Education
Governance Structure	24			Establishment of the Board		
Social Governance	Participation Structure		25	Management of the Board		
			26	Collection of Employees' Opinion		
			27	Collection of Patients' Opinion		
Transparency & Cooperation	Regional Cooperation		28	Collection of Public Opinion		
			29	Cooperation System for Consultation		
			30	System & Actual Results of Cooperation with other Associated Regional Organizations		
			31	Opening of Hospital Facilities to the Public		

CONCLUSION

Publicity indicators developed from this research will serve as a instrument to overcome the limitations & weaknesses in Korean Healthcare System. Precisely, publicity indicators will encourage hospitals to provide appropriate care, healthcare safety net for vulnerable population, and comprehensive care.

ACKNOWLEDGEMENT

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