

Opportunities and Challenges for Thai Long-Term Care Institutions

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The study “Opportunities and Challenges for Thai Long-Term Care Institutions” used the existing literature reviews of the industry as well as extensive interpretation of the in-depth interviews of the industry’s stakeholders to be analyzed to understand the overall situation of Thailand’s Long-Term Care Industry as well as providing a comprehensive perspective of opportunities and challenges facing Thai’s Long-Term Care industry. The research topic is concerning and gainful because it is studied on the actual situation in Thailand. Lacking in LTC, unmatched with the higher demands, is the research problem which Bhusana brought up.

Bhusana stated the current situation that a drop in fertility and increased life expectancies are dramatically changing the age structure of Thai population. From the statistical data, there is high demand for care in Thailand and is expected to be higher in the future. Thailand has to face ever-increasing complex care support needs with obscure and tantalising outcomes. The government had implemented many plans in order to satisfy the unmet needs of its aging population by fully paying attention to attracting human resources or care giver. From the literature review, there are no public nursing homes in Thailand. Bhusana informed the great industry overview why this study is important.

Bhusana used PASTEL analysis and Porter’s Five Forces Model as a theoretical framework to understand the business environment and the internal environment, respectively. By an in-depth interviewing method, Bhusana interviewed 3 different stakeholders: consumers, owners, and workers. Then analyze the data in the necessary aspects of LTC institutions in

Thailand, namely Demand for Care, Supply of Care, Quality and Management, Policy and Regulatory Structure, and Human Resources. The results indicate there are many opportunities and challenges in this industry. There are many markets in LTC left unexplored or very noncompetitive. There is a shortage of medical personnels and training regulations.

For my opinion, this study analyzed and summarized the information from the in-depth interview very well. There is a comprehensive interview from a variety of people to show more aspects: consumers' side, entrepreneurs' side, and also labors' side. The study clearly provides suggested government policies for the sustainable growth of the industry. Unfortunately, this study has some limitations that interviewing with few people and interviewees are coming from only one type of LTC facility, nursing homes. That may limit the scope of the research. However, This research is still pointed and excellent.