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Challenges and Strategies of Healthcare Staff to New Service Offerings in Selected Primary Healthcare Facility in Taytay, Rizal: A Qualitative Study

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A B S T R A C T :

This descriptive qualitative research study aimed at exploring the challenges and strategies of twenty (20) selected healthcare staff to new service offerings in the three selected primary healthcare facility in Taytay, Rizal. Findings highlighted challenges with regards to the new service offered in health care facility, of which; staff shortage, burnout, stress, administrative burden, resources shortage, emotional stress, and pressure in decision-making are the major challenges faced by most of the healthcare, impacted staff's workloads, required other source of fund for sustainability, then time-training constraints, and disruptions of established routines and practices, and staff's resistance to change and confusions. Furthermore, the researcher had come up six (6) themes connecting the responses on strategies employed by healthcare staff to new service offered in selected primary healthcare facility , as follows; (1) Staff's resiliency and adaptability in technology, (2) designing effective training and incentives, (3) strengthen management, leadership/mentor ship and planning, (4) ensuring sustainability of the operations, (5) open communication, feed backs and critics, (6) maintaining high quality care at all levels. there were three (3) themes regarding the recommended inputs of healthcare staff to new service offerings in selected primary healthcare facility; which included there was a need to improve access and coverage, data management and utilization, and enhancing professional training and development.

Keywords: Challenges, strategies, healthcare staff, new service offerings, primary healthcare facility

1.1 Background of the Study

The global adoption of digital health technologies had significantly transformed healthcare delivery, enhancing patient care and operational efficiency. Digital health technologies (DHTs) encompassed a broad spectrum of tools, including wearables, robotic devices, virtual or augmented reality (VR/AR), serious gaming, mobile health, and learning programs for smartphones and tablets. Among these, the integration of telemedicine, electronic health records (EHRs), and mobile health applications (mHealth) is pivotal in addressing healthcare challenges, particularly in remote and resource-limited settings (Khan et al.,2025).

Moreover, a dynamic scene of modern medicine had emerged as a key force, reshaping the healthcare industry in profound ways. It heightened the productivity of healthcare delivery, and has also enhanced patient upshots significantly. As this sector lingered to evolve, the health care systems worldwide had met numerous challenges, from the costs of medical services to the unequal distribution of health resources, transitioning from volume-based healthcare to value-based healthcare, increasing costs and expenses, provider shortages the emergence of new diseases and the tenacity of chronic conditions. Statistically, 13% had been projected increase in the healthcare employment since 2021 to 2031 (BLS,2022).

In local context, PhilHealth Konsultasyong Sulit Tama (Konsulta) was a comprehensive outpatient benefits as mandated by the Universal Health Care Law in 2024. UHC ensures that all Filipinos were guaranteed equitable access to quality and affordable health care goods and services, and protected against financial risks. PhilHealth Konsulta aimed to protect the health of every Filipinos against chronic illnesses, avoid complications through early detection, provide affordable drugs and medicines, under the PhilHealth Konsulta, all Filipinos shall be registered with an accredited PhilHealth Konsulta Provider of their choice and be eligible to avail consultation, health Risk Screening and Assessment, selected Laboratory and Diagnostic Test, selected Drugs and medicines.

In contrary, it was often difficult to reproduce consistent healthcare services. Healthcare services differed between producers, customers, places, and daily, since diverse professionals (e.g. physicians, nurses, etc.) delivered the service to patients with varying needs. Quality standards were more difficult to establish in service operations. Healthcare professionals provided services differently because factors vary, such as experience, individual abilities, and personalities. Healthcare services were simultaneously produced and consumed, which makes it difficult because the customer cannot judge 'quality' prior to purchase and consumption. Unlike manufactured goods, it was less likely to have a final quality check. Thus, healthcare outcomes cannot be guaranteed.

Furthermore, the World Health Organization (WHO) described a well-functioning, robust health system, as characterized by the following six fundamental building blocks on good health service delivery, well-performing health workforce, well-functioning health information system, facilitated access to essential medicines and other supplies, utilized a sound health financing system; and demonstrated effective leadership and governance. However, for many low-income countries, achievement of these goals may seem an insurmountable challenge. Yet, in circumventing the inherent challenges encountered within a low resource setting, low- and middle-income countries (LMICs) have enhanced their technological (and non-technological) innovative capacities in the provision of healthcare solutions (Frost et al, 2021).

On the other hand, providing patients with high-quality care had been the focus, and still, it was as the industry shifts toward value-based healthcare, quality care became essential. The value of care provided by a healthcare organization means a lot.

In Philippine setting, healthcare organizations and managers had faced current challenge of rising expenses from numerous costs spent on drugs, medical devices, and hospital care. With healthcare costs only rising, organizations cannot suffer penalties from insurance companies when quality care was not given. This manifested that sudden changes and transitions happened, and everyone should adapt those. In this connection, the researcher's workplace was one of those hospitals undergoing transition period, resulting to conflict, uncertainties of outcome, confusion, and adjustments just to adapt to these changes /transitions.

This transition ascertained the researcher the challenges of healthcare staff to new service offerings in selected primary healthcare facility, as to compress those strategies of coping the changes, making them work in their workplace with smile in their faces and encouragement, or even to some it is a burden and frustrating. Additionally, knowing these strategies, the researcher established the future basis of building strong relationship with heads and staff, fostering support from leadership for staff transition and well-being initiatives, and evidence-based practiced perform through research findings.

2. METHOD

Research Design

Qualitative Descriptive research design was utilized in the study "Challenges and Strategies of Healthcare Staff to New Service Offerings in Selected Primary Healthcare Facility in Taytay, Rizal". Descriptive qualitative research was a valuable tool for exploring the characteristics and qualities of a phenomenon. It allowed researchers to capture the complexity and richness of a phenomenon and provides a detailed understanding of its context, history, and cultural significance. Researchers can use a variety of data collection and analysis techniques to conduct descriptive qualitative research. By following careful research procedures and communicating their findings clearly, descriptive qualitative researchers can make valuable contributions to understood a wide range of phenomena (Regoniel,2023). This design was appropriate, since the goal of the researcher was to explore the real-world scenario and strategies faced and employed by healthcare staff in various transitions.

Moreover, thematic approach was used to interpret the data gathered. Thematic analysis was a systematic method of breaking down and organizing rich data from qualitative research by tagging individual observations and quotations with appropriate codes, to facilitate the discovery of significant themes (Rosala, 2022).

2.1 Research Locale

The qualitative study was conducted within three primary healthcare facilities in Taytay, Rizal; Onting Medkonsulta Maternity Clinic, RM-RN Maternity and Medical Clinic, and SBI Maternity and Wellness, encompassed such facilities in the selected locale. This purposive sampling strategy was employed due to the small number of facilities to capture comprehensive data. The findings were generalized only to this specific population of three healthcare facilities.

2.2 Selection of the Participants

The participants of this study were the selected twenty (20) healthcare staff in the three selected Primary Healthcare Facility in Taytay, Rizal. They had been purposively selected using criterion-based sampling techniques.

Inclusion Criteria:

To be included in the study, participants had met the following criteria:
1. Participants must be either permanent or contractual healthcare staff , currently employed in Onting Medkonsulta Maternity Clinic, RM-RN Maternity and Medical Clinic, and SBI Maternity and Wellness.

2. Participants should have a minimum length of service, often specified to be at least six months and above, both for contractual or permanent healthcare staff of the said healthcare setting.

. Participants must be directly involved in providing general healthcare services.

Exclusion Criteria:

1. Administrative staff or other non-clinical roles to ensure that the data reflects the challenges of those who involved in the new services offered.

2. Non-residents of Taytay, Rizal as the study specifically targets participants within the selected healthcare facility.

3. Participants with less than six months length of service in the mention healthcare settings.

Table 1. This showed the demographic distribution of participants

Demographic profile	Quantity
Medical Doctor	1
Nurse	4
Midwife	12
Clinic Assistant	3
Total	20

2.3 Data Measure

This qualitative research title, Challenges and Strategies of Healthcare Staff to New Service Offerings in Selected Primary Healthcare Facility in Taytay, Rizal, aimed at exploring the challenges and strategies of healthcare staff to new service offerings in the three selected primary healthcare facilities. This study was conducted among twenty (20) healthcare staff of Onting Medkonsulta Maternity Clinic, RM-RN Maternity and Medical Clinic, and SBI Maternity and Wellness, with inclusion and exclusion criteria, last March 2025.

2.4 Data Collection Procedure

Specifically, the researcher had followed the following procedures for data collection;

First, secured permission and approval from the three hospitals in Taytay, Rizal administration, and the President.

Second, formal letters were secured from all concerned individuals before the conduct of the study.

Third, researcher-made open-ended questionnaire underwent validation from three English Language Teachers to ensure its validity, acceptability, and reliability adapting he SBLC school of graduate validation tool.

Fourth, responses of the participants were interpreted accordingly, documented, and kept confidential by the researcher.

Fifth, data were analyzed using thematic analysis. This involved meticulously reviewing the semi-structured interview guide transcripts to identify recurring pattern and themes. These emergent themes were then categorized and interpreted to understand the participants' experiences and perspectives.

Finally, results and findings of the study were presented and reported with clarity, verity, and honesty.

2.5 Limitations of the Study

This study titled, "Challenges and Strategies of Healthcare Staff to New Service Offerings in Selected Primary Healthcare Facility in Taytay, Rizal: A Qualitative Study", aimed at exploring the challenges and strategies of healthcare staff to new service offerings in selected primary healthcare facility in Taytay, Rizal: Onting Medkonsulta Maternity Clinic, RM-RN Maternity and Medical Clinic, and SBI Maternity and Wellness. This delimited to twenty (20) select healthcare staff of selected primary healthcare facility in Taytay, Rizal last March 2025. A Descriptive approach was employed in this study, where the responses of the participants to the 10-item validated open-ended questions distributed by the researcher were the basis in the thematic analysis.

2.6 Data Explication/ Mode of Analysis

Thematic analysis approach was employed in this study. Thematic analysis was a systematic method of breaking down and organizing rich data from qualitative research by tagging individual observations and quotations with appropriate codes, to facilitate the discovery of significant themes (Rosala, 2022). This involved meticulously reviewing the semi-structured interview guide transcripts to identify recurring pattern and themes. These emergent themes were then categorized and interpreted to understand the healthcare staffs' challenges, strategies and recommendations on the new services offered within their healthcare settings.

Specifically, the researcher had adapted the six (6) different phases of descriptive thematic approach imposed by Rosala (2022) such as; (1) gathering the data,(2) reading all the data from beginning to end, (3)coding the text based on what it's about, (4) creating new codes that encapsulate candidate themes,(5) taking a break and coming back to the analysis later, and (6) evaluating your themes for good fit. Finally, themes and subthemes were presented in tables with code and interpretation after projecting the tables.

2.7 Ethical Considerations

In this qualitative research, ethical considerations were dominant. The researcher employed Lincoln and Guba (1985) trustworthiness in a research study. Specifically, in terms of its trustworthiness, credibility, where confidence in the 'truth' of the findings was present; transferability, where it showed that the findings had applicability in other contexts; dependability, that showed findings consistency and could be repeated; confirmability, where the degree of neutrality or the extent to which the findings of a study were shaped by the participants and not researcher bias, motivation, or interest.

The researcher prioritized the participants based on the inclusion and exclusion criteria, ensuring confidentiality, maintaining their obscurity, striving to minimize harm, and upholding the principles of fairness, integrity, and respect throughout the research. Added to this, the researcher also reviewed regularly, addressed ethical issues aroused, sought guidance from the relevant institutional review board of ethics committee, and ensured this study adhered to ethical standards and safeguard the well-being of all that were involved. The researcher observed the ethical procedures in the conduct this research.

3.Conclusion

Several challenges had been highlighted by twenty (20) participants with regards to the new service offered in health care facility that included resistance to change, lack of organization, orientation and training, in-access to basic patient information , employees' skill gap, staff and resources shortages, overworked, workflow gap, mental health issues, burnout, stress, technical challenges, turnover, technical issues, training fund, pressures, communication gap, mismatching, and emotional constraints.

Furthermore, the researcher had themes connecting the responses on strategies employed by healthcare staff to new service offered in selected primary healthcare facility such as strengthening leadership and communication among staff, resiliency, intensifying training to new services offered, wellness, incentives, and recognition, stress-related and burnout free programs, resources friendly, orientation, feedback and evaluation, sustainability, integration and innovation, support, collaboration, mental health activities, and workflow analysis.

In support to these strategies, Masbi et al. (2024), responded to with more effective preparedness through comprehensive disaster preparedness plans, better communication and coordination, and training of staff and allocation of resources. In particular, standardized triage protocols and ethical frameworks had provided the foundation for the optimization of resource use in emergency responses. Better communication among departments and also with other outside organizations had improved the use of resources to better achieve good patient outcomes within emergency responses.

Addressing healthcare workforce challenges required a multifaceted approach that involves collaboration among healthcare organizations, policymakers, and educational institutions. Some key strategies included; expanding training programs and increasing the capacity of nursing and medical schools to address staffing shortages, implementing comprehensive employee engagement and retention strategies, such as offering competitive benefits, career development opportunities, and supportive work environments, prioritizing the mental health and well-being of healthcare workers through stress management programs, wellness initiatives, and a culture that values work-life balance, leveraging technology and data-driven solutions to streamline workforce management, improving efficiency, and reducing administrative burdens, promoting diversity, equity, and inclusion through targeted recruitment efforts, mentorship programs, and cultural competency training (Neil, 2025).

Finally, there were three (3) themes regarding the recommended inputs of healthcare staff to new service offerings in selected primary healthcare facility; which included there was a need to improve access and coverage, data management and utilization, and enhancing professional training and development.

4. Recommendations

The challenges highlighted above called for new roles and new approaches on the part of health professionals. For one thing, to care effectively for patients, the successful health professional in this century needed to master information technology, using its capabilities to manage information and access the latest evidence. Moreover, as patients arrive with better and more information from the Internet and increasingly insist that their desires, needs, and values be met, health care professionals may be called upon to modify their roles to include those of counselor, coach, and partner. Providing the high levels of coordination and collaboration needed for the chronically ill while addressing staff shortages may require that health professionals work in interdisciplinary teams, learning how to allocate responsibility effectively and provide the appropriate skill mix in a variety of settings and situations. Health professionals must grasp of design and quality improvement principles so they can streamline and standardize processes for better safety and quality.

Healthcare sector can be slow to adapt to rapidly changing, life-altering technology, often because of regulatory and compliance hurdles. Additionally, implementing new service with adaption of technology can affect productivity at the same time stress among healthcare workers. To improve patient care and employee satisfaction, ensure that the employer may provide adequate training to employees as they will implement new software. Advocate for investment in technology that streamlined administrative work and improves patient care and employee satisfaction. There are pros and cons to working in any industry. A career in healthcare offered an opportunity to provide lifesaving care to patients and to improve the lives of families and communities. By understanding the industry's unique challenges, healthcare facility ensured high-quality care at all levels.

Finally, the outcome of this study may be used as a reference to conduct further studies with of strategies and innovations among primary healthcare facility. Since, innovation in healthcare facilities hold a profound significance for future researchers by creating avenues for data-driven research and facilitating the development of advanced technology, transform healthcare facilities into living laboratories, where researchers can test, refine, and scale solutions for global health challenges.

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