

Doctor-Patient Communication and Service Failure in Outpatient Service

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ABSTRACT

In the absence of medical services in and not subsidized, but has not been a high priority, after the service failure remedy referred to is more rare. But since the health insurance system after the implementation of the ecology of medical services has a huge change, a large number of medical institutions have mushroomed in the establishment, and therefore Binghuan medical treatment were significantly lower barriers, and further form the medical industry competition intense. In this research, we using the SSIT method, try to find out the patient or family members closer to the real idea of the doctor-patient relationship and medical industry out of service failures. In this study, the subjective perception by patients or their families out of the seven plots in the analysis and the five major errors in out-patient services in the error types, and discussed the characteristics of which more detail, and finally to provide managerial implications for practitioners reference use.

Keywords : subjective sequential incidents technique、 service failure、 physician-patient communication、 out-patient services

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