

PRELIMINARY MEDICAL LABORATORY BUSINESS IN TAIWAN - THE ENVIRONMENT AND APPROACH

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ABSTRACT

Preliminary medical laboratory is one important link in the overall medical insurance which in turn has vital link to the health of the people. In the process of offering a comprehensive health insurance, the medical examiners, with their training and relying on the instrument they use, provide accurate results so that the doctors and their patients would have necessary knowledge to diagnose and prevent certain diseases. In recent years, the higher degree of culture development; uplifted medical environments and national health insurance has prompted severe impact and challenge to the profession of medical laboratory. The owners of such business are put to the test of more careful planning, business goal change and modern management skill so that their business can sustain the increasing competition. This study is intended to analyze the overall medical laboratory industry and its current environment, utilizing interviews with experts in the field and review all available thesis as a consultant. Study is hoping to develop an acceptable mode of operations in order to create a needed reference for the strategy making for the industry. The factors toward successful operations in this business is listed below, in order of the importance: 1. Market Partition. 2. Marketability or marketing ability. 3. Quality Uplifting 4. Serviceability 5. Scale of Economy Key word : Key factor(s) to success Medical laboratory

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