

健保總額支付制度下醫院策略聯盟之研究 以某家區域醫院為例

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ABSTRACT

ABSTRACT Every since the total civilian health insurance program has been implemented in March 1995, it has posed great impact on domestic medical related environment. The fast changing environment in the medical industry has caused hospital management to face immediate and /or continuous competition that must be delt with in order to succeed. It has been seen that one of the policies that hospitals have adopted is so called strategic alliances for internal and external control of operational management. The meritorious aspects of strategic alliances are conceived to be numerous. It makes good use of incorporated mechanism to cope with the competitive medical market, with quick, less risk and investment yet receiving required resources for mutual benefits. The present study is to investigate strategic alliances for : 1、 the extent of its needs between hospital and future development 2、 the impact on hospitals in performance 3、 the difficulties experienced for suggestions proposed This study focused on regional and local hospitals as target groups in the midportion of Taiwan. It has found that the areas that local hospitals have more needs than others are (1) in human resources--physicians and medial technicians account for the most,(2) clinical transferring--hospitalization, emergency, surgical and outpatient surpass all other areas,(3) medical check-up-pathology radiation, and physical examination take great number . There are four suggestions made as follows : 1、 local strategic alliances is not seen as overall-benefited, implying that continuous evaluation needs to be made for long-term needs. 2、 attention needs to focus on greater or broader development 3 、 long -term performance evaluation is needed 4、 local and affinity relationship should be developed for better communication and net work building

Keywords : Strategic alliances ; Total global budget ; Medical service industry

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