

The Study on Determinants of Outsourcing Decisions of Small-to-Medium Medical Institutions-The Case of Medical Institutions

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ABSTRACT

Since we bring national health insurance into practice, health environment changes, hospitals compete more violently. As health care environment is becoming more competitive and regulated in Taiwan, hospitals are increasingly adopting various operation strategies, such as joint venture and outsourcing, to achieve business targets and to strengthen competitive advantages. Outsourcing mode primarily takes economics of scale, operation cost and external professional for consideration, enable enterprises to focus on developing its core competitive advantages and concentrate added value by relying on external professional. The cause that prompts an organization to outsourcing its function is depended on whether there is extra value that the organization can obtain from performing activity by itself exceed the extra bureaucratic costs of managing such functions. Outsourcing is regarded as a strategy for decreasing cost and increasing operation flexibility by many Taiwan hospitals. Outsourcing strategy has been widely used for many years in Taiwan hospital, but always limit in the housekeeping department, the medical arena general affair department. However, Significant health environment changes continue to encourage the use of outsourcing practices, the medical facilities pay attention to clinical subject outsourcing in recent years. It causes the motivation of this research. The primary purpose of research is to explore important factors that the medical facilities may consider when they decide to adopt outsourcing of their clinical subject services. This research design is based on the evidence-based survey method, 100 questionnaires were distributed to all research samples, the region hospitals and the district hospitals in central Taiwan. There were 62 questionnaire completed. The return rate was 62%. The methodologies applied include correlation analysis, and the logistic regression model. Show by the research result, the medical facilities often will make the consideration of developing the medical subject outsourcing because internal manpower, ability not enough factor and in order to acquire expensive medical equipments. Besides, we also find that when hospitals make the clinical subject outsourcing decision, cost is the most important factor. when hospitals seek joint ventures with suppliers or outsource some of their health services, quality of care should not be compromised.

Keywords : clinical subject outsourcing ; outsourcing strategy ; core activity

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