

# 醫療業服務失誤與服務補救:關鍵時刻取向研究

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## 摘要

醫療服務業隨著民眾對醫療依賴與日劇增，但病人對醫療不再是專業權威下順從、依賴的角色；早期在「醫療消費主義」提倡下，具高度接觸特性醫療產業，醫護人員如何避免因接觸互動產生的負面情緒經驗，可能會是決定醫療服務成功與否重要因素。以往學者探討服務失誤，大多採用關鍵事件技術(Critical Incident Technique, CIT)方法，但因其縮減受訪者資料訊息分析方法，無法展開還原服務歷程每一次互動「關鍵時刻」。本研究以張景旭提出的主觀順序事件技術(Subjective Sequential Incidents Technique, 簡稱SSIT)，分析病患就醫服務經驗接觸互動的「關鍵時刻」，嘗試深入探討醫療門診服務失誤的情境因素。本研究依據十六個醫療門診生氣故事案例，建構醫療門診六階段主觀服務遞送藍圖，以及從生氣故事案例發現五種類型的氣點。其中「情節元素氣點」存在於服務遞送階段情節狀況，具備前後關聯氣點的特性，作為服務失誤歷程「關鍵時刻」連續性具體的支持者，同時也提供研究服務失誤歷程補救的思考概念。

關鍵詞：主觀順序事件技術(subjective sequential incidents technique)，服務失誤(service failure)，服務補救(service recovery)，關鍵時刻(moment of truth)，主觀服務遞送藍圖(subjective service delivery blueprint)

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