

醫療業服務疏失與服務補救：歷程補救取向之研究

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摘要

醫療照護服務不同於一般消費性服務，其本身具有高度的專業性，服務傳遞過程中民眾對於服務認知與期望的差容易產生許多醫療糾紛與誤解。醫療業服務失誤在國內外相關研究，多以關鍵事件(Critical Incident Technique, CIT) 技術分析；但CIT分析方法，是藉由縮減資料只探討最關鍵之因素，對於服務互動中複雜的連續性訊息無法有效處理。因此，本研究以主觀順序事件技術(Subjective Sequential Incidents Technique, SSIT)，探討病人(第三者)在就醫過程的負面情緒經驗，推演醫療業服務疏失的訊息脈絡。本研究根據11個醫療就醫生氣案例，以SSIT建構醫療業「主觀服務遞送藍圖」，共十個階段，並提出五種氣點類型概念(隱性氣點、引發事件氣點、戲劇論氣點、回應不當氣點與提醒性氣點)。本研究在案例中，提出了十七種在服務互動過程，歷程失誤的情節。

關鍵詞：服務失誤；服務補救；主觀順序事件技術；關鍵事件技術

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