

The Influence of Public Relations Campaigns on People's Choice of Medical Care: A Case Example from the Local ...

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ABSTRACT

The purpose of this study is to investigate and analyze how hospital can influence people's choice of medical care through its public relations service campaign. It further discusses how people accept a hospital's public relations service campaign in terms of a variety of variants, including sex, age, profession, education level, and resident area. Hospital image is employed as an intermediate variant to investigate how the public accept a hospital's public relations service campaign. By surveying a number of people who took medical cares from local hospitals in Changhua area, this study acquired relevant information regarding "hospital public relations service campaign," "hospital image," and "options for medical care." It was found that a hospital's image and its public relations service campaign can greatly influence whether people would take medical care from it, that people with different backgrounds accept a hospital's public relations service campaign in different manners, and that public relations service campaign can help a hospital create a better image. Significantly, public relations service campaign can bring positive effects on a hospital's image and acceptability. Among elements of public relations service campaign, dispute settlements, payment discounts, medical consultations, free diagnoses, and community services. In choosing a hospital for them to find medical care, people are subject to hospital image and hospital public relations service campaign. Both elements can also significantly influence a person when he or she is offered such options as "to choose the hospital with priority," "to stay with the same hospital," and "to recommend the hospital to others," depending on his or her personal background. It should be noted that medical care, such as medical consultations and free diagnoses, is the key to people's acceptance of hospital public relations service campaign. However, disputes arising out of medical treatments have recently become the focus of hospital public relations service campaign, due to the increasing emphasis on the patient's rights. Setting up an office to deal with complaint and disputes is therefore considered as a crucial part of hospital public relations service campaign. Accordingly, a hospital should make a great effort to improve the quality of its medical services, thereby creating a great image for itself, winning over people's trust, and developing great relationship with the public. Keywords: hospital public relations service campaign, hospital image, choice of medical care consideration continue to accept and recommending three options of the others to also have the difference because of the background dissimilarity. People's approbation toward the marketing public relations activity of hospital, still return to return the essence of the medical treatment industry if the charity examine the medical treatment consultation serves and recently the problem of the medical treatment dispute is subjected to most to focus attention, so the people value to establish the "patient to report the piping processing dispute or problem". Particularly therefore, hospital should under the resource or funds of the limit, in addition to selling the public relations activity outward, also should concentrate on service quality more the top, sell from the inner part or the internal public relations does, to acquire people's good evaluation improve to cure illness the relation and molding the good image, letting the hospital conducted more smoothly.

Keywords : The hospital sells the public relations, hospital image, cure the choice.

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