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Doctor-patient relationship and value co-creation: An empirical study of service-dominant logic

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Purpose: This study aims to explore the relevance among interaction, trust, co-decision-making, information disclosure and value co-creation from the perspective of service-dominant logic.

Method: Questionnaires were given to the hospitalized patients of a regional hospital. A total of 232 questionnaires were received. The statistical software of the least squares method was used to examine the applicability of measurement patterns.

Result: “Interaction” ($\beta=0.197$, $p<0.001$), “trust” ($\beta=0.248$, $p<0.001$) and “co-decision-making” ($\beta=0.143$, $p<0.05$) positively affect value co-creation while “information disclosure” ($\beta=-0.079$) does not have a significant effect.

Conclusion: Service-dominant logic is the interaction and value co-creation between the service provider and receiver, and it is thus suggested that the interaction and trust building between doctors and patients and the provision of patient-centered service be encouraged. In the medical service value network, the interaction, trust and co-decision-making of doctors and patients are established with an aim of integrating medical service resources in order to fulfill the service-dominant logic purpose of value co-creation.

Biography

Yu-Hua Yan is a PhD in Graduate Institute of Management from the National Kaohsiung First University of Science and Technology, Taiwan, R. O. C. She is the Senior Specialist at Tainan Municipal Hospital, Tainan County, Taiwan, R. O. C. Her research interests include watermarking, health care industry and management performance. Most academic work is published in *Health Policy*, *Journal of Nursing Research*, *Asia-Pacific Journal of Clinical Oncology*, *Asian Pacific Journal of Cancer Prevention* and other Journals.

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