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The study on the quality of hospital under National Health Insurance -A patients' satisfaction approach

Yu-Hsia Wang¹, Yu-Hua Yan¹ and Shu-Chen Hsing²

¹Tainan Municipal Hospital, Taiwan

²Chi-Mei Medical Center, Taiwan

Background: Due to growth of the national income and increase of the medical knowledge among the general population, people are paying much more attention to healthcare quality. Offering medical service of higher quality is an important strategy in the competitive environment among hospitals. The management of hospital must understand the real needs of patients and provide them with good medical service accordingly, so they can gain trust and loyalty from patients. This paper aims to develop a model that can be used to empirically investigate a number of complex issues and relationships associated with competition in the medical institution.

Methods: Data used in this study were obtained through a national telephone survey by random sampling.

Results: Results of the latest survey conducted by the National Health Insurance Administration (NHIA) in 2015 showed that 81% of respondents were satisfied with the program, an increase of 1.3% from 2014. Members of the public were particularly satisfied with the reduced cost of medical care and the convenient access to medical services. On the other hand, 14.1% of respondents indicated dissatisfaction, citing reasons such as the high premium and the wasteful use of medical resources and medication. Nevertheless, dissatisfaction with how supplementary premium is calculated and people's attitude toward medical services both dropped by 2% to 3% from last year. Up to 85.1% of respondents were satisfied with the medical services provided at NHI-contracted healthcare facilities. The good service and attitude of healthcare professionals, in particular, secured the highest degree of satisfaction.

Conclusion: Based on the study result, we as treatment provider should improve our quality of medical care and treatment outcome for patient satisfaction as well as patient loyalty. It is hoped that the above results can serve as future reference for the management and operation of medical institution.

Biography

Yu-Hsia Wang was born in Tainan, Taiwan, R.O.C. She is a Master Graduate Institute of Department of Hospital and Health Care Administration Chia-Nan University of Pharmacy and Science Taiwan, R.O.C., She is a Nurse at Tainan Municipal Hospital Nursing Department Nursing Supervisor.

2n104@tmh.org.tw

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