

醫療產業赴大陸發展之背景與風險探討

陳彩鳳;許怡欣;李雅惠;林雅齡

Abstract

Thanks to economic level-up leading to increasing in medical care demand, additionally, extensive territory and numerous population of characteristic of China, all previously mentioned has become the profound pull for Taiwanese adventurers yearning for China medical care market. As a result, the outlook of economic development, the reform of medical care system, the current status and traits of medical care, and the opportunity of investment and risk management for medical care in China will be unveiled in this research. The results show that the medical care development between metropolitan and rural areas is imbalanced and the medical care level is not in consistence. However, the assessment of medical care in China, no matter view from economics, demography or investment in medical industry, indicates tremendous business opportunity for its significantly increasing medical demand and vast scale of medical care market in the following aspects: health insurance, manufacturing of pharmaceuticals and medical facilities, and health care organizations. Moreover, there is still considerably gap between Taiwan and China in health policy, human resource, role of profession, behavior and attitude of medication seeking, plus "rule by man" instead of "rule of law" in politics. In conclusion, all these factors may become the risk factors for those Taiwanese adventurers plan to invest in China.