

Coping with National Health Insurance: Strategic behaviours of Taiwan's hospitals

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摘要

The primary goals of this study are to profile the strategic behaviours of Taiwan's hospitals under the National Health Insurance programme, identify the related factors for such behaviours, and assess the influences of hospitals' strategic behaviours on their performance. Findings indicate that the most prevalent strategy adopted by hospitals is strategic alliance. The results demonstrate that hospital level is a predictor of strategies employed by hospitals. Furthermore, findings also reveal that although the most embraced strategy by hospitals is strategic alliance, hospital executives perceive that the strategies of focus and differentiation are the ones that exert significantly positive influences on hospital performance.