

• 系統編號	RN9611-6326		
• 計畫中文名稱	全民健康保險制度下醫院對於競爭優勢的決定因素及營運績效的認知---齊一性或異質性？		
• 計畫英文名稱	Perceived Determinants of Competitive Advantage and Hospital Performance within the Healthcare Industry under the National Health Insurance---Homogeneity or Diversity?		
• 主管機關	行政院國家科學委員會	• 計畫編號	NSC94-2416-H038-002
• 執行機構	台北醫學大學醫務管理學研究所		
• 本期期間	9408 ~ 9507		
• 報告頁數	5 頁	• 使用語言	中文
• 研究人員	黃國哲; 陳怡樺 Huang, Kuo-Cherh; Chen, Yi-Hua		
• 中文關鍵字	--		
• 英文關鍵字	--		
• 中文摘要	<p>本研究計畫的目的係在分析不同醫院間對於競爭優勢的決定因素之認知是屬於齊一性或異質性，及探討醫院經營階層對於評估醫院經營績效的適當指標之看法。本研究以加入全民健保特約並通過醫院評鑑地區醫院層級(含)以上之醫院(民國 95 年資料)為研究母群體，扣除已歇業或改制成診所者，共計 455 家有效受訪醫院。本研究以結構式問卷進行調查，問卷詢問對象則設定為受訪醫院的院長、副院長、或管理中心主任等高階經營主管。扣除無效問卷後，有效問卷數為 151 份；有效回覆率則為 33.2%。實證結果顯示，醫院經營階層認為建立持續性的競爭優勢之決定因素，依其重要性排序之前五項為：(1).提升醫療品質；(2).提供特色產品；(3).及時因應變化；(4).追求最低成本;及(5).開發創新產品。另一方面，醫院高階主管認為評估醫院經營績效的適當指標，依其重要性排序之前五項為：(1).醫療品質；(2).醫院的整體形象與口碑；(3).利害關係人的滿意度；(4).每位醫師的住院生產力；及(5).每位醫師的門診生產力。</p>		
• 英文摘要	<p>The study aims to investigate the determining factors perceived by top managers of hospitals regarding the sources of competitive advantage, and to analyze hospital administrators' perceptions with respect to how to measure hospital performance. The study population was all 455 district hospitals (and above) in Taiwan (year 2006 data). Structured questionnaires were mailed to each hospital. After two rounds of mailing, the final effective sample size was 151, with the effective response rate of 33.2%. The results indicated that according to hospital administrators' perceptions the sources of competitive advantage, ranking by importance, were: (1). medical care quality; (2). differentiation; (3). rapid response to environmental change; (4). low cost; and (5). innovation. Meanwhile, the indicators of measuring hospital performance, ranking by importance, were: (1). medical care quality; (2). image and reputation of a hospital; (3). stockholders' satisfaction; (4). inpatient productivity per physician; and (5). outpatient productivity per physician.</p>		