以顧客關係管理觀點探討自費醫療服務

A Study of Self-Pay Treatment Service Based on Customer Relationship Management View

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摘要

爲減輕醫療院所的財務負擔、健保局的財務壓力，衛生署允許醫療院所聞辦自費醫療服務。對所有醫療院所而言，健保局的總額預算制度侷限健保醫療業務的成長，發展自費醫療服務可以爲醫療院所的營運帶來新契機。廿一世紀的行銷主旨是以顧客關係管理的理念，根據顧客的需求，提供最佳的服務品質，進而培養顧客忠誠度，爲組織建立競爭優勢、創造價值。本文的主旨在於探索國內自費醫療服務現況與業務範疇，並以顧客關係管理觀點探索自費醫療服務的規劃重點、永續經營之管理等，以作爲醫療服務單位在成立自費醫療服務的參考。

Abstract

Bureau of National Health Insurance adopts the global budget system to cut the health care reimbursement budget. In order to decrease financial burden, Bureau of National Health Insurance allows health organizations to operate self- pay treatment service. Self-pay treatment service helps health organizations to create new financial resources in health-care market. Development of self-pay treatment service becomes a new business model for all health organizations. Customer Relationship Management (CRM) is the major trend for health service organizations in the 21st century. The health organizations provide high quality services of self-pay treatment to satisfy their customer needs. They also maintain good relationships with their customers. Self-pay treatment service leads all health organizations to get into a new era of health care services. This study could be a reference for health organizations that desire to develop self-pay treatment service.