

從醫病關係管理觀點探討醫療服務與病人的互動關係

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摘要

全民健保實施與「全人照護」理念逐漸落實，國人的健康意識逐漸覺醒，也愈來愈重視醫療服務與品質，因而就醫過程的照護以及與病人互動成為醫院重視的課題，而將顧客關係管理觀念應用於醫病關係管理亦是現代醫院經營所需的概念。過去許多醫病管理的研究著重在探討醫療品質與醫療資訊系統相關議題，對於醫療院所重視之醫病關係間的信任、病人體驗感受，以及與病人關係維護和管理的研究較少被提及。因此，本研究以個案研究法進行教學醫院醫病關係管理深度訪談，以瞭解醫院形象與醫病關係維持對於病人的信任、體驗和知覺價值的影響，藉由醫病關係互動、照護與整體醫療過程的感受探討，作為提升醫療院所醫病關係與醫療服務品質之參考資訊。

個案研究結果顯示，醫療人員扮演的角色以及與病人之間的關係建立和信任影響醫療滿意度和再回診意願，並且是推薦給需要接受治療的人之重要參考資訊；醫院與社區的互動關係以及專業技術成為病人就醫時的重要參考指標，並且是獲得醫療體驗與信任的來源，而醫病關係管理維持的重視程度是提升病人價值與醫療照護的重要因素。此研究結果可提供給醫院進行醫病關係管理、提升病人價值與醫療照護品質之參考。

關鍵字：醫病關係、體驗、信任、認知價值、再回診意願

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A Study on the Interactive Relationship between Services of Medical Treatment and Patients based on Perspective of Patient-Physician Relationship Management

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Abstract

Since National Health Insurance has been implemented for years, Taiwan residents are more aware of health issues than before. Moreover, they pay much attention to medical service and quality more and more. The care process of taking medical treatment and the interaction between patients and physicians has been emphasized by medical institute authorities. Besides, customer relationship management is also a newly developed concept that modern hospitals should embed in order to maintain the trust of patient-physician relationship.

Most previous research in the field of medical care had paid more attention on quality-related issues and medical information system established, while less work discussed the trust of patient-physician relationship, patients' experience, and the management as well as assertion of patient relationship. This study thereby considered the trust of patient-physician relationship management and conducted deeply interviews to staff and physicians of five teaching hospitals in northern Taiwan using the method of case study.

The purpose of the study is mainly to analyze the inter-relationship of hospital image and the trust of patient-physician relationship, respective with patients' trust, experience and perceived value. It also reviewed the satisfaction level of taking medical service and the willingness of revisiting intention. The outcome shows the role of physicians and the trust of patient-physician relationship has a significant influence on service satisfaction and the willingness of revisiting intention.

The two factors have even significant impact on the later when physicians give recommendations to those need medical treatments. On the other hand, the interaction between hospitals and community as well as professional techniques are two important reference factors when patients are seeking medical service. They are also the major source of patients' medical experience and trust. Therefore, the management of patient-physician relationship is a critical factor to enhance patients' value and medical service.

Keywords: Patient-Physician Relationship Management, Patient Experience, Medical Care, Perceived Value, Revisiting Intention.