

## 運用數位行銷提升醫院形象之探討 -以南部某區域醫院為例

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### 摘要

隨著健保制度的改變、醫療科技的進步，醫院經營管理除了增加自費醫療項目、邁向國際化，其中一項關鍵要素是有創新行銷策略。然而，網路與智慧行動裝置的普及加速發展，改變行銷模式，數位行銷在全球已是各品牌和客戶互動的媒介，不斷嘗試利用各項體驗增加互動率，惟醫療產業對於行銷較為保守及敏感。本研究主要探討運用數位行銷來提升醫院形象，於 2019 年開始計畫，2021 年完成五項策略，包括內容行銷，建立品牌故事、社群行銷（創立 Facebook、

YouTube、Line）、醫療衛教網站架設。另以前、後測問卷收集 280 位民眾對於醫院形象之滿意度，利用成對樣本 t 檢定進行分析，整體滿意度平均分數由 6.64 分提升至 8.20 分，達顯著差異，民眾對於醫院在數位行銷的努力是肯定且有顯著成效。

關鍵字：數位行銷、醫院品牌、醫院形象

# The Use of Digital Marketing to Enhance the Image of Hospitals:A Case Study of a Regional Hospital in the South

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## Abstract

As the health care system changes, medical technology advances,one of the key elements for hospitals to manage their operations well, increase self-funded medical programs, attain international standards, is to have innovative medical marketing strategies.The popularity of the internet and smart devices is accelerating and changing the development of the marketing model. Digital marketing has become a medium for brands and customers to interact with each other worldwide, trying to use various experiences to increase the interaction. However, the medical industry is relatively conservative and sensitive to the word "marketing", thus this study focuses on the use of digital marketing to enhance the image of hospitals.

The project started in 2019 and completed the five digital marketing strategies in 2021, including content marketing, promoting the brand story social media marketing(Facebook Youtube Line) and medical and health education website development. Pre- and post-test questionnaires were collected from 280 community members. Using paired samples t-test, researchers analyzed their satisfaction with the hospital's image. The overall average satisfaction score has increased from 6.64 to 8.20, which is a significant difference. The results show that the majority of the people have positive opinions about the hospital's digital marketing efforts and that they are effective.

Key words:digital marketing, hospital branding, hospital image