



Analysis the customers care items of health examination process to improve Taiwan Health Check-Up Program Certification in Taiwan

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Objectives

In recent years, people pay attention to preventive health care. Health check-up institutions have been established. Facing a wide range of health check-up items, the method of choice has become more important. In order to provide a safe, secure, and with good quality of health service environment, Taiwan's Health Check-up Program Certification was developed by Joint Commission of Taiwan on Hospital Accreditation since 2011. This study uses questionnaires to understand the customer care items in the examination process, such as care services, equipment, environment and quality of staffing, etc. The number of examination days whether affect these things or not. The outcomes of this study analyzed the feeling of the customers examined and as a reference to reform the standards.

Methods

Invited 40 institutions that received the Health Check-up Program Certification. The survey time is from July to October 2017. Giving each institutions 200 questionnaires surveyed their customers. The final valid sample was 4,895 selected for people who have conducted more than one health examination in the past five years. The average number of days per health examination for the customers "half-day", "1 day or more", on behalf of the length of the health examination time. The study analyzed:

1. The top three items (figure1) that customers care when examined.
2. This study applied logistic regression to analyze the length of examination time whether affect the care items.

Results

1. The top three items that customers care are service attitude (N=3,740, 76.4%), staff inform the examination results clearly (N=3,685, 75.3%) and detailed assessment and explanation before examine (N=3,480, 71.1%).
2. Regression analysis reveals that compare to half-day physical examination, those who conducted 1 day or more physical examination were more care about detailed assessment and explanation before examine (OR=1.39), medical first aid equipment (OR=1.40), provide health and counseling information (OR=1.24), and examination report waiting time (OR=1.19).

Conclusion

1. More than 50% of the customers care about privacy, equipment maintenance, service attitude, comfortable environment, pre-assessment and result description during the health examination. Those items also are the certification standards.
2. The different length of the health examination time affect the care items, because the examination projects, costs are more than half-day. Such customers pay more attention to their own health, so they care about detailed assessment and explanation before examine, medical first aid equipment, provide health and counseling information, and examination report waiting time.
3. When reforming the standards in the future, we suggest that reference the survey results. The actual needs of the customers linked to the Health Check-up Program Certification standards. Not only certify the quality of institutions in Taiwan, but also consider the actual needs of the customers.

