

Value Creation of My Health Bank of National Health Insurance: Service Dominant Logic Perspective

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Abstract : Background: This research attempts to extend and apply the concept of service dominant logic on My Health Bank platform, analyzed to find out are there any significant difference in wills to participate (potential factors for value) on the results of value co-creation? Methods: The questionnaires were delivered from August 2017 to October 2017 in hospitals. 167 valid ones were received, with an effective response rate of 98.2%. Results: This research employed the questionnaire method in collecting research data, with patients that have used My Health Bank as objects, to whom questionnaires were sent. Regarding the factors influencing therapeutic effects, in the statistics of capability and interaction, it reached a significant level ($p < 0.1$). Regarding the factors influencing satisfaction on medical service, in the statistics of capability and interaction, it reached a significant level ($p < 0.001$). Conclusion: Regarding the contributions of this research, it is possible to clarify its contents with the studies on value co-creation to enrich the literature of the studies of service dominant logic and value co-creation in Taiwan. Regarding its contribution in practice, the results of this research allows the value advocator - the government, to have a broader view in the consideration of making the policies on value co-creation.

Keywords : My Health Bank, interactive, participation, value creation

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