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Abstract
Ever since the Department of Health adopted the global budget system for Public Health Insurance. Hospitals have encountered some troubles. Such as fierce competition, raising cost, and elevating consumer conscious. In order to survive these predicaments, medical care institutes have to enhance the quality of the medical service care and satisfy the needs of the patients. So as to maintain the long term relationship with the patients and make sure that patients could revisit the hospitals.
This article studies the outpatients behaviors in NCKU & Chi-Mai hospital. We use STRS (Stratified Proportional Random Sampling) and questionnaire survey through Convenient Random Sampling to collect some information about the research. These data was analyzed by theoretical models and statistical techniques. The evidences show that out -patients choose hospitals to visit based on（advanced equipments） and （good medical technicality）. Outpatients satisfactions are based on（good manners of the hospital staff）. According to these above factors, outpatients have higher revisiting willingness. So. the evidences of this article studies that outpatients have good satisfactions on medical service care and higher revisiting willingness under global budget system.
We conclude that hospitals have to improve medical care by advanced equipments, professional medical staffs and good medical service care. This could build a long-term relationship with the patients and make patients revisit their institutes if the patients need medical care. The hospitals also have to organize a medical team, whose services emphasize the security of the patients. These factors constitute an essential element for the eternal operation of the hospitals.
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- advisor

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