URN etd-0407109-183705-295
Author Ching-shan Yeh
Author's Email Address No Public.
Statistics This thesis had been viewed 40 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Study on the managerial achievement of a medical establishment using the balanced scorecard, An investigation of the radiodiagnostic departmentin in one medical center
Date of Defense 0000-00-00
Page Count 80

Keyword
Balanced Scorecard
strategic goal
case study

Abstract
Abstract
Speaking of the manager in the hospital management is a challenge of the hospital nowadays. The number one priority of the hospital is saving lives, but along with the evolution of time and environmental changes, as well as the hospital organization with the advancement of medical service & technology in a wide business scale expansion causes hospital to divide their work and functions department into complexity. During hospital management, the manager must coordinate with the doctor, the nurse, technical staff and the special personnel on various knowledge and ability. And the benefit associated with 1) the patient’s family member, 2) the insurance company, and 3) as well as the hospital staffs benefit which involves medical procedure in obtaining the balance. In view, we are faced with this complex situation in order to achieve the organizational goal and increase existing space. Professor Ke Pulang and CEO Norton invent the balanced scorecard that is gradually being use by many medical establishments.
This research uses "the case study" method. The research’s objective is directed on radiology department of some hospital in the southern part using the balance scorecard function in achieving the organizational strategic goal, establishes an inspection as well as promote transport business efficiency, and then achieves an increase of the customer satisfaction & cost control effect. The course of research uses the collection of document file, general meeting, discussion and the visual observation method of collection of the entire material. Yin perceives (1989)" the theory of construction as the foundation of document design " and the decision-making law (Decision Delphi) method carries on the material analysis. The findings are as follows:
1. Establishment of a constructive document department to induct the balance scorecard and the integrity of strategic map as model reference.
2. Establishment of a document department inducts the balance scorecard in the possibility of supplying program step flow as reference.
3. Design a balance scorecard with four big constructions surface that achieves the standard weight and importance.
4. Organization of a group goal and individual achievements linkage that executes the balance scorecard.
Keywords: Balanced Scorecard, strategic goal, case study
Advisory Committee Min-tsai Lai - advisor

Files No Any Full Text File.
Date of Submission 2006-07-04