

國立中山大學100學年度碩士班招生考試試題

科目：醫療管理概論【醫管學程碩士班】

申論題（共計100%）

（請於答案卷作答，勿於試題紙上作答）

1. 根據資料顯示地區醫院在近年有逐漸減少的趨勢，如果妳(你)是地區醫院管理階層，請(1)分析造成此現象可能的原因；(2)敘述未來經營管理之因應措施。(20%)
2. 某醫院病房常發生病人跌倒事件，請以 PDCA Cycle 討論改進方案。(20%)
3. 衛生署近來提議試辦論人計酬制度，請就政府、醫療機構、民眾三方面分析評估此制度之利弊得失。(20%)
4. **There is a strict regulation to prohibit health care institutions having direct marketing behaviors. Under such situation, if you are a hospital manager, how do you promote your hospital? (20%)**
5. **“Pay-for-performance programs are intended to strengthen the business case for quality improvement by rewarding excellence and reversing what have been described as perverse financial incentives that can deter hospitals from investing in quality-improvement efforts (Lindenauer, et al. 2007).”**
What are your comments about this description? (20%)