

國際醫療 案例剖析

臺北醫學大學附設醫院
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Your Health, We Care

TMU    
Healthcare System

國際醫療案例分析

Case Study for International Medical Services



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是否能達到國際病患的期望，那就是我們的outcome的展現。

Agenda



- Introduction
 - The Patient Journey
- Case Study
 - Part I : A Start to Finish Process
 1. Initial Contact Stage
 2. Confirmation Stage
 3. Pre-Surgery Stage
 4. Post-Surgery Stage
 - Part II : Patient-Centered
- Conclusion & Discussion
 - Supposed questions to be asked

醫護人員可能不只扮演醫護角色，可能還有導遊、領隊的角色。
最重要的是語言溝通。



Introduction

- The Patient Journey

The Patient Journey

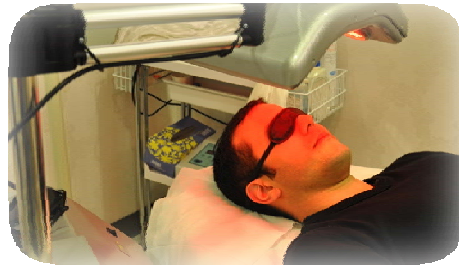


醫生轉介是重要客源。

病患透過 媒體、朋友、搜尋等尋找醫療機構。

Part 1 : **A Start to Finish Process**

1. Initial Contact Stage
2. Confirmation Stage
3. Pre-Surgery Stage
4. Post-Surgery Stage



Stage 1. **Contact**

- From the patients , doctors, insurance companies and agencies
- By telephone, fax , e-mail or post mail
 - **Fast reply to patient is key factor**
 - **Help them to confirm treatment options**
 - **Sending material & information about Hospital (annual report , leaflet) right after the first contact**



聯絡時要提供充足的資訊，反應要即時。

Training/Education Program at Your Place

- Since 1993, they have educated 530 spine specialists from over 60 Countries
- Sharing their long-time accumulated knowledge with the world
 - Wooridul Hospital Fellowship course
 - Spine Meetings/conference
 - International Minimally
 - Invasive Spinal Surgery(MISS) course
 - Visiting and Surgery Observation



Establishing
Network System



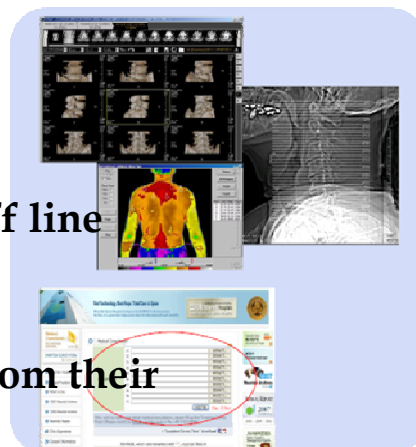
Referring
Patients to WSH

要展現較高品質或者較低價格的服務。

要建立自己的形象：醫療品質。

Stage 2. Collecting Patient Data

- Radiology data by online/off line
 - X-ray , CT, and MRT
 - No older than 3months
- Medical record/certificate from their doctor/hospital
- Symptom Survey Form(SSF)
- Try collecting as much data as possible



病人不可能過來門診，一定是利用網路或電話接收病患資訊。
由其疾病診斷需要詳盡的資訊。
與病人溝通，了解病人之需要。

Stage 3. Diagnoses

- **Finding right doctor (Team)**
 - **Most experienced doctor**
 - **Depends on symptom position, e.g. cervical, thoracic and lumbar**
 - **Depends on procedure, e . g. minimally invasive spine surgery and technique or endoscopes**
- **Team diagnosis and team surgery system: the diagnosis and treatment plan will be made by the team**
 - **Members (NS, OS, GS and AN)**
 - **Friday Grand Conference (case review session)**
 - **Providing information relating to the treatment/ surgery of the patient**
- **Providing information relating to the treatment /surgery of the patient including total number of cases and success rate**



接下來成立團隊討論疾病診斷、團隊提供何種服務。
 可能需要跨科診斷。
 在病人到達前就先計劃好。

Stage 4. Setting up a Visit Plan & Cost Consultation

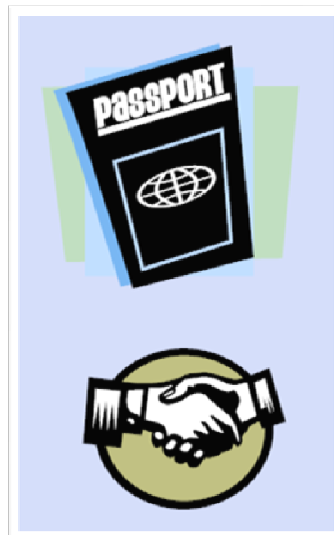
- Visit plan based on the patient's schedule
- Cost consultation: making it as clear as possible
- Insurance company
 - Contact insurance company call center and verify the patient's coverage
 - Profile the estimated cost and hospitalization period for treatment
 - Require letter of guarantee



接洽完之後，要檢查價格與內容，與病患確認後簽約。
規畫病人旅遊行程表、
與旅行社簽約時注意：費用、協定內容。

Stage 5. **Assisting with Visas**

- Provide an invitation letter directly to the patient
 - Collect patient's personal and medical data
 - Advance diagnosis required
 - Advance deposit required (50% to 70% of total medical fee)
 - Send certified invitation letter
 - Communicate with embassy
 - medical purpose
- Keep good relationships with
- Embassies



旅行社簽約後，安排病人簽證、住宿等。

Stage 6. Reservations & Scheduling

- **Final confirmation (Double check)**
 - **Reservation ward, accommodation, and transportation**
 - **Consultation appointment with MD**
 - **Pre-surgery exam schedule with each department**
- **Triple Check –details and documents**



排定醫療行程、醫療照護人員時間等

Stage 7. Airport Pickup

- Consider the patient's conditions and requirements
 - Ambulance (Driver + Medical Staff + Coordinator)
 - Van (Driver + Coordinator)
 - Car (Driver + Coordinator)



機場接待，如同外賓接待流程一樣。
飛機落地開始，我們的服務就開始了。
讓他們在到達台灣的第一分鐘就有好印象。

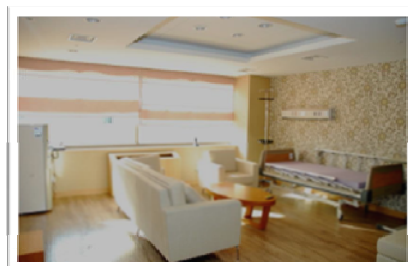


- **Emergency Case**
 - **Hospital staff in the aircraft**
 - **Providing essential documentation**
 - **Cooperation with immigration office, airline company and airport**

病患在落地時，了解是否要提供緊急醫療服務。

Stage 8. Hospitalizations

- **Hospital tour**
 - **Location of WIPC and Business Center**
 - Provide welcome kit & package
 - Provide newspapers, magazines and cable TV in English
 - **Food**
 - Pre-order service system
 - Provide Chinese, Western, and Vegetarian style.....



醫院硬體會影響到病患對往後行程的感覺。

從旅館住宿等，病患已經開始打分數，會影響病患心情等。

Stage 9. Medical Exams & Consulting

- Provide 1 escort service with the Nurse Practitioner (NP)
- Short Waiting Periods
- One Stop Service



要有專人帶領做檢查，行程要非常順暢，不可等待太久。

陪伴病患的時候，對於病患提出的疑問以及檢查的目的行程要解釋清楚。

陪同的護理人員給予病患協助。

Stage 10. **Paperwork**

- **Patient understands and signs the informed consent form for the surgery and anesthesia**



手術同意書等文件，向病人說明文件簽定。

對於沒有醫療背景的人，要釐清其中內容比較困難，可能在解釋完之後還會有問題出現。

Stage 11.

Treatment & Surgery as Scheduled



Operation Theater X-MR



Cyber-knife G4

手術時間排定。

行程排好之後盡量不要更改。

Stage 12. Recovering

- Introduce recovery resorts, surgical retreats, rehabilitation and recuperation hotels
- Assist setting up the vacation plan only for less demanding treatment (light cosmetics surgery, non surgical dentistry)



手術完之後病患會有更多的問題，因為剛開完刀通常是不舒適的。
手術前要先說明術後可能會遇到哪些症狀、風險或問題。
護理人員是病患和醫師間溝通的橋梁。

Stage 13. Discharges

- **Medical Team**
(physician and nurse practitioner)
 - **Medical certificate**
 - **Medication**
 - **Follow-up appointment**
 - **Discharge education about the matters that require attention after returning to their own country**
- **Administration Team**
 - **Copy of medical record**
 - **Copy of radiology data**
 - **Provide English receipt**
 - **Insurance claim form**



出院時一定要交代出院的照護方式，以及一但出現問題的連絡窗口或處理方法為何。

協助備齊保險公司的文件。

出院後會整理病歷摘要(Medical summary)、診斷書等交付給病人。

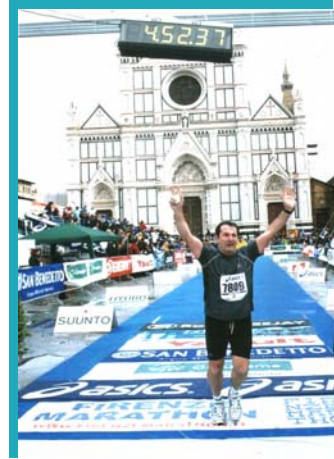
Stage 14. Others

- Provide escort service,
- Provide interpretation service,
- Provide own required meal menu,
- Provide tour information,
- Introduce long term stay institution,
- Patient follow up back home

確認病患的感受及滿意度。病患滿意度：治療前後之想法是否有差異。
口碑效應。

Part 2 : **Patient-Centered**

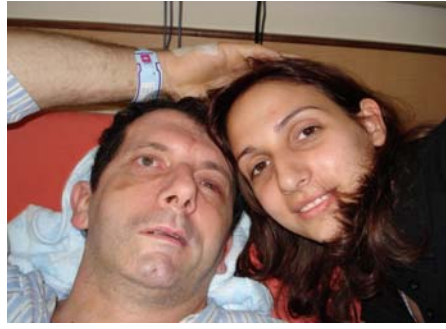
Take It for Example :
The Story of Alberto Zaffaroni



除了語言的隔閡之外，醫學知識如何清楚的傳遞也是問題。

義大利病患：在臺灣受傷，在台就醫。

國外病患對於臺灣醫院無法接受：廁所。



Conclusion & Discussion

- Supposed questions to be asked



Supposed questions to be asked include:

- Who will be carrying out my treatment and what qualifications do you have?
- **Will the medical team speak English?**
- Are there any testimonials from previous patients?
- **How many times have you carried out the procedures I am having?**
- What are the rates of success, complication, re-admission and infection?
- **Are you regulated by or registered with any professional body?**
- Is the work guaranteed?

如果能夠說些簡單的當地語言也很重要，因為病患不一定為英語系國家，此舉對病人的感受有正向幫助。

國外：醫院手術數量高代表醫院品質好，病患會想了解醫師的手術服務量。

回答數據一定要有依據。

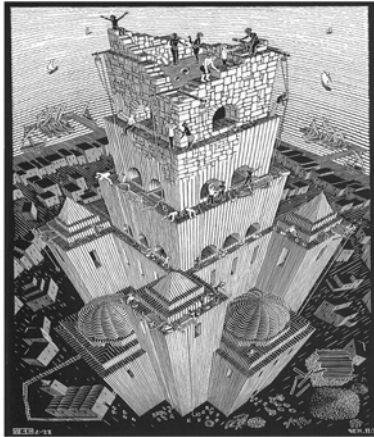
提供自己醫院的數據最好，也不容易出錯。

Supposed questions to be asked include:

- Are you regulated by or registered with any professional body?
- Is the work guaranteed?
- What aftercare service do you provide?
- If I am unhappy, who pays for extra flights, hotel, and remedial work?
- Does the cost include any future complications?
- Is this work insured?
- Do you have a complaints system?
- Who do I contact for advice afterwards?
- Are you qualified for this specialist work?

- CAGE Semi-globalization

Cultural • Administrative • Geographic • Economic



Tower of Babel (Escher, 1928)



Thank You for Your Attention !

- I am not a hero, but I served with heroes. —Band of Brothers

