

Research on Collaborative Sharing Mechanism for High Quality Development of Medical Services from the Perspective of BSC

Yu Yuan *

College of Economics and Management, Hunan University of Arts and Science, Changde, Hunan, China

*Corresponding author

Abstract: This paper focuses on the collaborative sharing mechanism for high-quality development of medical services from the perspective of BSC. By analyzing the collaborative sharing mode, resource optimization allocation, partnership establishment, and social responsibility and win-win mechanism in the field of medical services, a series of key views and suggestions are proposed to promote the high-quality development of medical services. Research has found that collaborative sharing mechanisms can effectively integrate medical resources, improve service efficiency and quality, and are an important path to promote the development of the medical service industry towards a more collaborative and shared direction. This paper aims to provide theoretical guidance and practical reference for decision-makers and practitioners in the field of medical services, and promote the healthy development of the medical service sector.

Keywords: BSC, medical services, high quality development, collaborative sharing, resource optimization and allocation

1. Introduction

With the rapid development of the social economy and the improvement of people's living standards, people's demand and expectations for medical services are also increasing. The quality and efficiency of medical services are directly related to the physical health and quality of life of the people. Therefore, how to achieve high-quality development of medical services has become an important issue that urgently needs to be solved in the current medical field.

In this context, the Balanced Scorecard (BSC), as a comprehensive management tool, is widely used in various fields, including healthcare services[1,2]. By establishing a performance indicator system, strengthening performance evaluation and incentive mechanisms, enhancing communication, coordination and information sharing, and shaping a good organizational culture and employee participation, BSC provides an effective management framework for medical service institutions, which helps to improve the quality and efficiency of medical services.

This paper aims to explore how to use collaborative sharing mechanisms to promote the high-quality development of medical services in the BSC perspective. By studying the design of performance indicator system, performance evaluation and incentive mechanism, communication, coordination and information sharing, as well as organizational culture and employee participation, this study deeply analyzes the mechanism of the collaborative sharing model in improving the quality of medical services, and combines empirical research and case analysis to explore its practical application effect and feasibility. I hope to provide feasible management strategies and methods for medical service institutions through in-depth exploration of this study, and promote the development of the medical service industry towards higher efficiency and quality.

2. Overview of high-quality development of medical services from the perspective of BSC

2.1 Definition and importance of high-quality development of medical services

High quality development of medical services refers to the continuous improvement of the quality level of medical services within medical institutions and the overall medical system, including the

improvement of clinical medical quality, medical safety, patient satisfaction, and other aspects[3]. High quality medical services can not only effectively improve the treatment effectiveness and quality of life of patients, but also enhance the reputation and competitiveness of medical institutions, which is of great significance for promoting public health and social stability.

Firstly, providing high-quality clinical medical services is the core of the high-quality development of medical services. This includes ensuring the progressiveness and accuracy of medical technology, providing standardized diagnosis and treatment processes, and actively adopting innovative technologies and therapies. By continuously introducing the latest medical technology and research achievements, medical institutions can improve the accuracy and effectiveness of medical services, providing patients with better treatment experiences and outcomes. Secondly, medical safety is an important guarantee for the high-quality development of medical services. Medical institutions should establish a sound safety management system, including preventing medical accidents and disputes, improving the safety of drug and medical device use, and strengthening infection control and prevention measures. By strengthening medical safety awareness and training, medical institutions can reduce medical risks and ensure the safety and health of patients. Again, patient satisfaction is one of the important indicators for measuring the quality of medical services. Medical institutions should actively pay attention to the needs and feedback of patients, provide a warm and convenient medical environment and services, and improve the quality of doctor-patient communication and interaction. By establishing a sound patient rights protection mechanism, medical institutions can enhance patients' trust and satisfaction with medical services, and improve the overall quality of medical services. Finally, the high-quality development of medical services is of great significance for promoting public health and social stability. By providing high-quality medical services, we can effectively prevent and control the spread of diseases, reduce the incidence rate and mortality of diseases, and improve the overall health level of the people. At the same time, high-quality medical services can also enhance society's trust in medical institutions and medical personnel, and maintain social stability and harmony.

2.2 Introduction to BSC theory

The Balanced Scorecard (BSC) is a strategic management tool proposed by Harvard University professors Robert Kaplan and David Norton in 1992 [4]. This tool not only focuses on the financial performance of the enterprise, but also pays attention to non-financial indicators such as the achievement of strategic goals, customer satisfaction, internal process improvement, and learning and growth. By comprehensively considering these indicators, the Balanced Scorecard can comprehensively evaluate and monitor the operational status of enterprises, effectively assisting them in achieving long-term sustainable development goals.

Under the framework of the Balanced Scorecard, enterprises evaluate financial performance, customer perspective, internal business processes, and learning and growth perspectives, forming a comprehensive indicator system. By clearly setting key performance indicators (KPIs) for each aspect, enterprises can have a clearer understanding of their strategic goals and translate them into concrete and actionable action plans. Meanwhile, the Balanced Scorecard can also help enterprises achieve strategic coordination and integration, promote information sharing and communication between different departments, and thus improve overall operational efficiency and performance levels.

In short, the Balanced Scorecard, as a comprehensive management tool, can help enterprises consider various factors more comprehensively in the process of strategic planning and execution, achieve a balance between financial performance and non-financial performance, and promote enterprises to continuously move towards long-term sustainable development goals.

2.3 Application status of BSC in the field of medical services

In recent years, more and more medical institutions have begun to introduce the BSC concept and methods, applying them to medical service management [5]. By establishing a performance indicator system suitable for the characteristics of the medical service industry, medical institutions can better measure various performance indicators, thereby promoting the rational allocation and management of resources. Moreover, the application of BSC can help medical institutions to more clearly formulate strategic goals, strengthen internal process improvement, enhance employee performance and motivation, thereby promoting the quality and efficiency improvement of medical services.

In short, the high-quality development of medical services from the perspective of BSC is an urgent issue in the current medical industry, and as an effective management tool, BSC is of great significance

in promoting the high-quality development of medical services. Therefore, this study aims to deeply explore the current application status of BSC in the field of medical services, and focus on the role of collaborative sharing mechanisms in improving the quality of medical services, hoping to provide useful insights and suggestions for medical service management.

3. The role and mechanism of BSC in the high-quality development of medical services

3.1 Design of performance indicator system

The performance indicator system is one of the core contents of BSC's application in the field of medical services, which includes multiple indicators such as clinical medical quality, medical safety, patient satisfaction, and utilization of medical resources [6]. By designing a reasonable performance indicator system, medical institutions can comprehensively evaluate and monitor the performance of medical services, timely understand the status of medical services, and provide strong support for the future development of medical institutions.

3.2 Performance evaluation and incentive mechanism

Performance evaluation and incentive mechanisms are important components of BSC's application in the field of medical services. By establishing a scientific and fair performance evaluation mechanism, medical institutions can better motivate employees to be proactive and creative, thereby improving the quality and efficiency of medical services. At the same time, for outstanding employees and medical teams, medical institutions should also take appropriate incentive measures, such as bonuses, promotions, etc., to encourage them to better play their roles and further promote the high-quality development of medical services.

3.3 Communication, coordination and information sharing

Communication, coordination, and information sharing are one of the key links in the application of BSC in the field of medical services. By establishing effective communication and coordination mechanisms and information sharing platforms, medical institutions can better integrate the resources and forces of various internal departments, achieve optimized resource allocation and collaborative effects, and thereby improve the efficiency and quality of medical services. In addition, communication, coordination, and information sharing can help medical institutions quickly understand the needs and feedback of patients, adjust medical service strategies and methods in a timely manner, and improve patient satisfaction and medical safety levels.

3.4 Organizational culture and employee participation

Organizational culture and employee participation are important aspects of BSC's application in the field of medical services. Medical institutions should create a good organizational culture atmosphere, strengthen the teamwork and innovation awareness of employees, thereby enhancing their sense of belonging and responsibility, and improving the quality and efficiency of medical services. At the same time, medical institutions should also encourage employees to actively participate in medical service management, provide constructive opinions and suggestions, and promote the sustainable development of medical institutions.

In summary, the role and mechanism of BSC in the high-quality development of medical services are very important, including the design of performance indicator systems, performance evaluation and incentive mechanisms, communication and coordination, information sharing, and organizational culture and employee participation. Medical institutions should combine their own actual situation, fully apply the BSC concept and methods, strengthen medical service management, and promote the development of the medical service industry towards a more efficient and high-quality direction.

4. Research on collaborative sharing models for high-quality development of medical services

4.1 Exploration of collaborative development models

In the field of medical services, the collaborative development model is the key to achieving

high-quality development. This model establishes cross departmental and cross institutional cooperation mechanisms, allowing all parties to jointly participate in the planning, implementation, and evaluation of medical services, thereby achieving resource integration and optimized utilization, and improving the overall level of medical services. The collaborative development model not only helps to avoid redundant waste of resources, but also provides patients with a more comprehensive and coherent medical service experience. In addition, the collaborative development model can also promote experience sharing and mutual learning among medical institutions. By collaborating with other institutions, medical institutions can learn from the successful experiences and best practices of others, improve their own medical service models, and enhance service quality and efficiency. At the same time, cooperation between different institutions also helps to promote innovation and progress in the field of medical services, promote the application and promotion of medical technology, and drive the entire industry towards more advanced and sustainable development.

Overall, the collaborative development model is of great significance in the field of medical services, which can promote high-quality development of medical services by promoting resource integration, experience sharing, and innovative cooperation. Only through close cooperation and joint efforts from all parties can we provide patients with better quality, convenient, and safe medical services, and achieve long-term sustainable development goals in the medical field.

4.2 Optimizing the allocation of shared resources

In the process of high-quality development of medical services, optimizing the allocation of shared resources plays a crucial role. Medical institutions can establish a sharing platform to achieve the sharing of medical equipment, talents, information and other resources, thereby maximizing the utilization and optimization of resource allocation. This sharing model not only helps to reduce medical costs and improve efficiency, but also improves the coverage and quality of medical services, meeting the diverse needs of patients.

By sharing medical resources, various medical institutions can avoid idle waste of resources, achieve rational allocation and effective utilization of resources. For example, some medical institutions with low device utilization can open their devices to other institutions in need through shared platforms, reducing duplicate purchases, improving device utilization, and reducing overall operating costs. At the same time, sharing talents and information resources can also promote cooperation and exchange among medical institutions, strengthen the sharing and learning of professional skills, and promote continuous innovation and improvement in the field of medical services.

4.3 Establishment of partnership

Establishing a stable partnership is an important guarantee for the high-quality development of medical services. Medical institutions can establish partnerships with government departments, medical insurance institutions, research institutions, pharmaceutical companies, and other parties to jointly carry out the planning, implementation, and evaluation of medical services. With these partnership relationships, all parties can fully leverage their respective advantages, jointly promote the development of the medical service industry, and achieve the sharing and flow of high-quality medical resources. Collaboration with government departments can help medical institutions better understand and adapt to policies and regulations, and jointly promote the reform and innovation of medical services. Collaboration with medical insurance institutions can help optimize the cost management and reimbursement process of medical services, improve the convenience and satisfaction of patients seeking medical treatment. At the same time, cooperation with research institutions and pharmaceutical companies can promote the innovative application of medical technology and drugs, and continuously improve the quality and efficiency of medical services. Through joint efforts and cooperation, all parties can jointly promote the development of the medical service industry towards greater intelligence, precision, and humanization. Establishing a stable partnership not only helps optimize the allocation of medical resources and improve the overall level of medical services, but also provides patients with a more comprehensive, convenient, and efficient medical service experience.

4.4 Social responsibility and win-win mechanism

In the high-quality development of medical services, medical institutions should assume social responsibility, actively participate in public welfare activities, pay attention to the medical needs of

vulnerable groups, and promote the balanced development of medical services. Medical institutions should be aware of their importance and influence in society, actively fulfill their social responsibilities, and make positive contributions to the community and society.

Medical institutions can provide free or low-cost medical services and health consultations to vulnerable groups through organizing public welfare activities such as free consultations and health education lectures, helping them solve medical problems and improve their health literacy. In addition, medical institutions can actively participate in public welfare projects, support and participate in social welfare undertakings, and contribute to community construction and social development. At the same time, medical institutions should also establish a win-win mechanism, establish a good benefit sharing mechanism with patients, employees, partners and other parties, achieve multi-party win-win, and jointly promote the high-quality development of medical services. Medical institutions should focus on protecting the rights and interests of patients, providing high-quality medical service experiences, establishing a good doctor-patient communication mechanism, and enhancing patient satisfaction and trust. At the same time, medical institutions should also pay attention to the rights and interests of employees, provide a good working environment and career development opportunities, and motivate employees to actively strive for progress. Medical institutions should establish a mutually beneficial and win-win cooperative relationship with their partners to jointly promote innovation and development of medical services. By actively participating in public welfare activities and establishing a win-win mechanism, medical institutions can better fulfill their social responsibilities, promote the balanced development of medical services, improve the overall level of medical services, and create greater value for patients and society.

5. Conclusion

Collaborative sharing is an important path for the high-quality development of medical services. From the perspective of BSC, establishing a collaborative sharing mechanism can promote resource integration and optimization among medical institutions, improve the efficiency and quality of medical services, and promote the development of the entire medical service industry towards a more collaborative and shared direction. Performance evaluation and incentive mechanisms are the core of collaborative sharing mechanisms. By establishing a scientific and comprehensive performance indicator system, medical institutions can better evaluate and monitor the performance of medical services, adjust and improve their work methods in a timely manner, and thereby enhance the level of medical services. Meanwhile, a reasonable incentive mechanism can stimulate employees' work enthusiasm and creativity, and promote the continuous improvement of medical services. Social responsibility is an important aspect of collaborative sharing mechanisms. In the process of high-quality development of medical services, medical institutions should actively assume social responsibility, pay attention to the medical needs of vulnerable groups, and promote fair distribution of medical resources. By establishing a win-win mechanism, medical institutions can share benefits with patients, employees, partners, and other parties to achieve mutual benefit and jointly promote the high-quality development of medical services. In the future, it is necessary to further improve the collaborative sharing mechanism. In the perspective of BSC, medical service institutions should continuously optimize the collaborative sharing mechanism, strengthen communication and cooperation with all parties, and promote the effective integration and utilization of medical service resources. At the same time, attention should also be paid to employee training and technological updates to enhance the professional level of medical services and achieve sustainable development of medical services.

In summary, this study provides important theoretical guidance and practical reference for the medical service field, helping to promote the medical service industry towards a more collaborative, shared, and high-quality direction. I hope that through unremitting efforts in the future, medical services can better meet the medical needs of the people and make greater contributions to building a healthy China.

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