

عنوان مقاله:

Hospital Information System for Motivating Patient Loyalty: A Systematic Literature Review

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خلاصه مقاله:

Healthcare service institutions (HIS) seeking to motivate patient loyalty have identified Hospital Information Systems (HIS) as a potential solution to gather, measure, and analyze the healthcare data necessary for this goal. The purpose of this systematic review of the literature is to reveal how prevalent the use of HIS with respect to motivating patient loyalty, and to investigate the efficacy of HIS in doing so. To generate data, published empirical studies and conference papers from the past five years were compiled from the following online databases: Scopus, ACM Digital Library, IEEE Xplore, ScienceDirect, and Emerald Insight. The search results indicate that, while the use of HIS in motivating patient loyalty is rare relative to other topics within the general field of HIS, HIS use have a significant positive impact on patient satisfaction, which is understood in the literature to be directly related to patient loyalty. There remains a gap in empirical studies on the direct application of HIS with the purpose of increasing patient loyalty. Future research may be required on the development of an HIS focused on motivating patient loyalty, which can be empirically tested in a real-world HSI setting.

کلمات کلیدی:

Hospital Information System, Patient loyalty, Patient satisfaction

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