Medical Cloud Service Innovation - The Case of Netown Company

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ABSTRACT

With the advances in ICT, cloud services become the hot topic for discussion, one of the most active application is medical services. The Netown Technology Company, for example, to provide remote community or family care, including blood pressure, blood sugar, weight, temperature, ECG, blood oxygen continuous monitoring of body temperature and other physiological measurement instruments, measurement of data transmission through the cloud computing to the medical center of, medical staff can be contacted through the video. However, the cloud at home and abroad for medical research, most in system development, system design, technical build, platform design, the four major categories, few of the medical issues related to cloud services innovation. Therefore, the purpose of this study is to explore the medical cloud technology service innovation impact analysis service innovation value, the research method, this study used a single case to conduct depth inquiry, fix a real AMOS to explore the objects, that "medical cloud services innovative development model, "the new concept, and further observation of their real AMOS program for health care innovation positioning and strategy. Expected contribution for health care institutions into the clouds for the future planning of intelligent life direction, and innovative service model to enhance the customer experience.

Keywords: Cloud Health, Service Innovation, Case Study

INTRODUCTION

Background

According to the population estimates made by the Economic and Construction Commission of the Executive Yuan of China, the proportion of China's population over 65 years of age in 2008 has exceeded 10%, and will reach 14% in 2020. It is estimated that by 2015, the global health care industry's output value will reach US $ 597 billion Shows that the health care market has a high market value.

Health promotion and the prevention of diseases that affect society are only our health and quality of life. They have a close relationship with the health expenditure of the entire country. In Taiwan, 97% of the estimated health care costs are spent on disease treatment. Only 3% is used for health promotion and disease prevention activities. Today's preventable conditions, such as cardiovascular disease, cancer, and injuries, have led to health care costs of more than $ 300 billion per unit, and an increase of 21% per unit. The cost of care continues to increase at such a rapid rate, and it

is estimated that the cost of health care per person will double within five years, which will increase the economic burden of the entire country (Zhang Beizhen, 2005).

With the advent of an aging society and the promotion of health awareness, the government has promoted preventive medicine, hoping to improve disease cure through early detection and early treatment. On the other hand, it can also save medical expenses and achieve a win-win situation, so the need for remote care Its development has been more and more valued. The remote medical care system provides patients with health care at home. It can be seen that high-value-added services are bound to be introduced, and medical cloud services are based on "service innovation". Thinking about the future of medical technology in Taiwan.

According to data from the "Key Survey of Policy Makers 2011" released by the "CIO Magazine" in February 2011, the proportion of medical and health institutions that plan to introduce cloud computing architecture in Taiwan this year has already accounted for this group of respondents. 45.5%, second only to the

telecommunications industry and institutional education units; compared with the survey results of the same period last year, it also shows considerable growth, which shows that the concept of establishing a "medical cloud service" environment has begun to become the majority Accepted by domestic medical institutions, and will likely become their key e-chemical projects in the next few years. At present, most of the domestic and foreign research on medical cloud focuses on four major categories: system development, system design, technology construction, and platform design. Few topics related to medical cloud service innovation are discussed.

Therefore, this study explores the development model of medical cloud service innovation through case studies. There are some important determinants. If medical institutions can effectively grasp Taiwan's advantages in medical cloud technology, it will continue to absorb new cloud technology by making persistent assumptions. , And to learn and apply, and to meet the needs of the medical environment and market dynamics, and to enhance the innovation capacity of the organization, it must be able to survive in a competitive market and establish a competitive advantage.

Research Purposes

This study looks forward to collecting, sorting, analyzing data, establishing models, and exploring the impact of medical cloud technology service innovation, analyzing the value of individual cases in service innovation. In terms of research methods, this study uses a single case to conduct in-depth exploration and choose the truth As a research object, Mao Technology explores how to use medical cloud technology to establish the value of service innovation. Specifically, the research purposes are summarized as follows:

- The relationship between medical cloud technology application and service innovation and competitive advantage.
- How to use medical cloud technology to establish a service innovation model of enterprise value.
- Impact of the use of medical cloud technology on the health industry structure.
- The impact and innovation of medical cloud technology on the organization.
- Explore the professional customer service system platform developed by health management related organizations.

LITERATURE DISCUSSION

Definition of Service Innovation

The concept of Service Innovation originated from the book "Managing Technology Competing through New Ventures, Innovation, and Corporate Research" proposed by Betz (1987). According to the argument of Betz (1987), service innovation is not the process innovation of new technology production procedures, nor the product innovation of new products, but the introduction of technology-based services in competitive markets.

Voss (1992) proposed the process of service innovation (pictured). First, through technical methods, obtain market demand knowledge, and develop new concepts and ideas, followed by the development of service prototype (Servico PrototyPe); usually The internal test of the prototype of the service is carried out in the enterprise, or it is modified by the customer, and finally put on the market; however, once the new service is put on the market, it must be continuously improved in the way or process of the service to facilitate Launch of an innovative event.
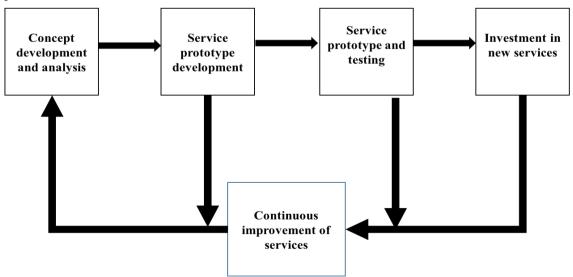

Figure2-1. *Source of Voss (1992) service innovation process*

Two scholars of Tax & Stuart (1997) believe that there are two types of service innovation, one is based on changes in the existing service system scope; or based on the process of operation and changes in participants. Djellal & Gallouj (2001) also pointed out that service innovation is to change the attributes of new products and the risks of using them. Gallouj (2002) argues that service innovation actually exists and that everyone has experienced it before. The view of Gallouj (2002) defines service innovation as: "Consumers in some places obtain the same form of service as the original cognition, that is, the organization provides service that is different from the consumer's previous consumption experience, even if service innovation is achieved."

Liao Weiling (2003) believes that service innovation is only a successful development of new services or products, and it also includes all innovation activities from small to large scales that can modify and improve existing products, services, and delivery systems. In addition, Drejer (2004) proposed a point similar to that of Liao Weiling (2003), indicating that service innovation includes not only the successful development of new services and new products, but also the correction of existing products and service delivery processes. According to Jan & Christian's (2005) argument, service innovation is the value improvement activities of enterprises to increase the value of products and services in response to the diverse needs of customers. In addition, according to the empirical conclusions of Zhuang Jianmin and Duan Qiyi (2006), service innovation is that the organization's existing products will increase with the increase of market competitors, and the profit will decrease accordingly. As a result, organizations must develop new products or services to respond to and There are products and services to improve and improve.

In addition, Zhao Xinming (2007) pointed out that service innovation is the value of an enterprise's innovative products or services due to improved services and diverse customer needs. Based on the above opinions and arguments on service innovation, this researcher believes that service innovation is not only the development of activities from scratch, but also the further improvement of existing products, services and processes, and the application of it to society and industry on something of value.

In 2001, the seventh revision of the "Republic of China Industrial Standards Classification" divided the service industry into 11 categories, including: (1) wholesale and sales; (2) accommodation and catering; (3) transportation and storage And communications industry; (4) financial and insurance industry; (5) movable property and leasing industry; (6) professional, scientific and technical service industry; (7) education service industry; (8) medical, health and social service industry; 9) Culture, sports and leisure service industry; (10) Other service industries; (11) Public administration (Cost accounting office of the Ministry of Economic Affairs, Republic of China Industrial Standards Division, Seventh Revision 2001). The above analysis includes medical health care and social health services. This study focuses on medical examination services in medical health care. This research pre-discusses the innovative types of medical cloud services. First of all, in terms of innovative services, many service industry innovation studies focus on the catering, banking, and communications industries. There is little research on service innovation in the medical industry. It is important to note that the relationship between doctors and patients also changes with the environment. Many hospitals call patients by their names and replace them with Mrs. or guests. In terms of hospital planning, many administrators also use the building and services of the store as a benchmark object, which can be used in the medical industry. We are moving in the direction centering on customers.

Medical service provision methods Faridan Djellal & Faiz Gallouj (2005) are divided into four types. The supply methods can be adapted to local conditions in different hospitals and different environments. The following four methods can be combined with science and technology to maximize their effectiveness. The front line is the back-end support of the service, so that the service can be provided smoothly, and the rear line is the front-line contact with customers.

- Material object: Material object is transmitted, maintained, improved, or repaired, such as equipment.

- Information operations: Information is handled by computers, including production, recordkeeping, transmission, archiving and innovation, such as computer images and information transmission.

- Known technology (Methodological operations): the integration of non-physical technical methods or experience, such as non-physical technology, such as diagnostic or treatment methods.

- Communication (Contact or relational operations): Refers to the contact between customers and service providers. On the one hand, it is a more special way, mainly focusing on the humanities and social sciences, and mainly interpersonal communication.

However, with the changes in health insurance policies and the fierce competition between hospitals, many hospitals are constantly developing and innovating, hoping to attract more customers. And they have introduced service innovation in the medical cloud. However, quite a few studies are currently discussing this issue. Therefore, this study collates related research on "service innovation" as the main topic at home and abroad. It is found that the research fields of each service innovation are very wide. sort out.

Table2-1. *Definition and types of service innovation*

Scholar	Year	Definition
Betz	1987	Service innovation is not the innovation of new technology production procedures, nor the product innovation of new products, but the introduction of technology-based services in competitive markets.
Voss	1992	There are three types of measurement of service innovation: 1. Quality Measures , 2. Financial Measurements, 3. Competivive Measures
Tax &Stuart	1997	There are two types of service innovation. One is based on the existing service system scope. Change; or changes based on operational processes and participants.
Bilderbeek, Rob&Pim den Hertog	1998	Put forward four aspects of service innovation: 1. New Service Concept, 2. Innovative customer interface (New Client Interface) 3. Innovative Service Delivery System, 4. Technological Options
Gallouj	2002	In some places, consumers have obtained different forms of services from their original cognition, that is, organizations that provide services that are different from consumers' previous consumption experience can achieve service innovation. And believe that service innovation does exist, and everyone has experienced it.
Liao Weiling	2003	Service innovation is only the development of new services or new products, and it also includes innovation activities that modify from small to large scale and improve existing products, services, and delivery systems.
Zhang Ying	2005	nnovation is based on the technical and management perspectives as the two major criteria, so that its organization gains a competitive advantage in new activities, and its organization gains a competitive advantage in innovative activities. The advantages may be new processes, new technologies, new products, and even potential. A new strategy.
Gao Huijun	2007	The secret to the realization of innovation benefits is to maintain a sustainable competitive advantage.
Wang Junwen	2007	Refers to a series of innovative activities that focus on products and their production and operation processes, including conception, research, development, production, commercialization, etc., in order to meet the changing needs of customers and improve the competitive advantage of the company. Technical innovation and service innovation.
Zhang Zhongmou	2010	Continuous innovation is the condition for a company to survive, and stopping innovation is to die.

Source: *collation of this study*

Application of Cloud System in Medical Treatment

At present, the "health cloud" planned by the Department of Health mainly provides functions such as preventive health care, medical treatment, rehabilitation and follow-up services, but the most important core is the grasp of medical information in order to analyze and feedback health data in order to show the highest value of smart healthcare. Xu Jianye believes that to promote the smart medical industry, a system needs to be established.

At present, Taiwan's health information infrastructure includes Taiwan's biological database, the basic format of electronic medical record content, the patient-centered electronic medical record information environment, and the biomedical and clinical information integration data center. Everyone's electronic medical records, and then make meaningful use, including the importance of quality, safety, efficiency, and breaking the current situation of inequality, are all important directions to make the smart medical environment more sound in the future. Scholar Xu Jianye pointed out in 2011 that electronic medical records cannot only be used in hospitals. If personal

data can be managed in the cloud, personal health information can be quickly exchanged through a personalized health information integration structure. Apply different units. The possible benefits include reducing and preventing adverse drug events, reducing hospitalization costs, reducing repeated drug use and testing, saving health insurance costs, and increasing drug safety. For the medical industry, not only can it improve efficiency and increase the revenue of the medical information industry, but it can also save more resources because of the promotion of green medical care and paperless medical records.

With the increasing popularity of cloud application service environments in the future, private clouds that were originally built in pharmacies, clinics, medical centers, regional hospitals, regional hospitals, health insurance bureaus, etc. will also have the opportunity to further connect with each other. Form the overall medical cloud network operation system. "If it can be further integrated with cloud environments in different industries such as finance and transportation, it can also form more and more complete new value-added content to provide better services for the people." (Qian Xiaoshan, 2011).

Classification according to Services Layer: (1) Software as a Service (SaaS) is located at the highest level, and complete applications are provided as services on demand. (2) Platform as a Service-PaaS (Platform as a Service) is located at the middle level, and provides basic storage computing functions as standardized services through the network. (3) Infrastructure as a Service-IaaS (Infrastructure as a Service) is located at the lowest level, and provides basic storage computing functions as standardized services through the network. Take the IaaS cloud environment solution planned by Cisco for a large medical institution as an example, by integrating its outpatient service, electronic medical record exchange, personal health consultation, medical imaging, telemedicine image exchange, and other systems into a single IT resource pool In the way of operation, the hospital not only improved the utilization efficiency of IT resources by 50%, but also shortened the time for the provision of new services from 15 to 30 minutes in the past 6 weeks.

In addition, through the PaaS cloud service practice of the unified communication platform, the communication content such as medical training images, medical warning messages, image video medical services, such as voice, video, monitoring, medical information, etc. are integrated into the medical image transmission network provided by

Cisco In the event of an emergency or medical care situation in the hospital, you can immediately send relevant warnings to the mobile communication device of the responsible person by Wi-Fi, Radio, 3G, etc., and notify them to be treated immediately. And the information monitored on each medical instrument can also be sent to the relevant personnel in the same way. "In addition to reducing the unnecessary movement and tracing time of medical personnel, so that they can focus more on the treatment and care of patients, it also allows patients in need to be responded to in the first place." Qian Xiaoshan believes that this is an improvement The overall competitiveness of the hospital will be of considerable help.

Secondly, based on this, the various voice, image and text data in the hospital are integrated, and through a unified collaborative communication platform, the information inside and outside the hospital can be used in different inpatients, outpatients, inspections, pharmaceuticals, rehabilitation, nutrition, etc. Kitchens, etc., and even real-time exchanges between medical devices and communications equipment. "Finally, by integrating the needs of relevant units, various medical, health and care service systems are developed so that different users can use the telematics device at any time and select the application items they need through the cloud network platform."

Classification and Model of Service Innovation

Many scholars have different opinions on the type of service innovation. According to Sundbo and Gallouj (1998), service innovation is divided into four categories by product innovation: product innovation (research and development of new services on the market) and process innovation (new process). Introduction), organizational innovation (introduction of new organizational elements), and market innovation (new behavior in the market). In the EU report, the type of service customization is further increased.

According to the EU definition, the types of service innovation in the service industry can be divided into five types:

- Service product innovation: changes in service content, such as new service products, extended service goods, and improved service goods.

- Service process innovation: production process innovation, pre-operation before service provision; process innovation, the process of actually providing services and customers.

- Service organization innovation: the introduction of new management or organizational forms, such as TQM Total Quality Management (Total Quality Management), authorization (joining).
- Market innovation: new strategic behavior of enterprises on the market, such as seeking

new market segments, entering new industries, entering new markets.
- Service customization innovation: Interaction between customers and service providers, understanding the special needs or problems of customers and generating special solutions.
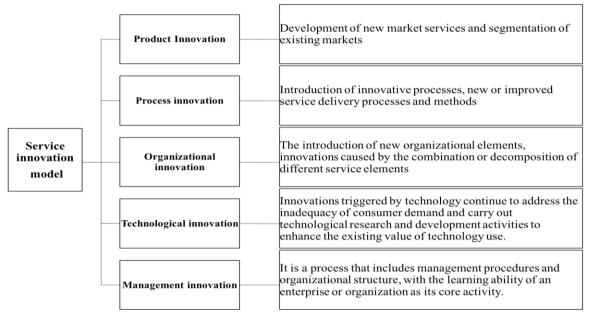

Figure2-3. *Service innovation model*

Source：*Jin K.Han, Namwoon Kim,and Srivastava（1998）Chase （2000）*

RESEARCH METHODS

Case Study

The case study method is an empirical research method. Yin (1981) technically defines the scope and characteristics of the case study method as follows:

- Research the current phenomenon without departing from the real life environment.
- The boundary between the phenomenon under study and its environmental background is not very obvious.
- Handle special cases where there are more variables to be studied than Data Points.
- Need to collect data through multiple channels, and merge all data for cross-analysis.
- Put forward theoretical hypotheses in advance to guide data collection and analysis and reduce research workload.

Yin (1987) believes that there are three prerequisites for applying the case study method:

- The question to be studied is when to present how and why.

- When there is no apparent control over the event to be studied, or even no control over it.
- The focus of research is on what is happening now or in the past.

Generally, the advantages and disadvantages of using case studies are as follows (Yin, 1994):

Advantages of Case Studies

- Depthness: Case studies can address a small number of events, conditions, And its in-depth complex phenomena, to obtain a larger and more detailed variable data of the case, Each is usually more individual and integrated.

- Dynamics: Case studies are based on facts or conditions. Describe it, and be able to put the factors of time more conveniently, grasp the complex movements Causal relationship between state changes and details.

Disadvantages of Case Studies

- Lack of generalizability: case studies are based on only a few or Several cases are samples, and it is difficult to rigorously convince others that their conclusions can be generalized Analogy to other cases.

- Lack of Objectiveness: Most case data are not quantified and difficult Make rigorous statements and analysis; secondly, respondents will have subjective opinions, and can be distorted and hidden. Researchers may also be preconceived and screen data and analyze incorporate subjective factors in the data.

The case study method is suitable for "organization" as the object of analysis (Jauch et al., 1980), and it is mostly applied to the analysis of problems based on practice (Yin, 1989). In the process of data collection, potential research directions and topics related to theory will gradually emerge (Bogdewic, 1992) for research and analysis.

Since the research theme of this research is on the "service innovation" event, the research question is in the form of: How to use information technology for service innovation? What elements are needed for service innovation? Impact of service innovation on hospital competitive advantage and industrial structure? As for the scope of the research, it covers the past service innovation events and current business models and practices when certain companies enter service innovation. Therefore, this study is very suitable for choosing a case study method as a research method to thoroughly understand the process and influence of using technology to service innovation.

In addition, in the choice of case studies, according to the perspective of Robert Yin (1989), this study needs to observe the nature of the problem through special cases, and to understand the relationship between the use of science and technology and innovation through special cases. And the impact of service innovation on the industry structure is an in-depth observation of the nature of the problem and the actual operation of the case, so this study is carried out in a single case for the following reasons:

- Better research depth: Single case study can obtain better depth than multiple case studies in data collection, analysis and interview of cases; Creswell (1998) believes that the reason for not adopting multiple cases is research the trade-off of depth, because when we conduct more cases, the depth of each case analysis will inevitably be affected.

- Case studies are history-oriented and pay attention to individual differences (Patton, 1990/1995). When adopting multiple case studies, it is often easy to ignore the individual differences between rare cases, critical cases, and open cases, and more

investment it takes a lot of resources and time to explore individual differences.

Considering the above two factors, this study decided to adopt a single case study.

Research Object

Zhenmao Technology Co., Ltd. was selected as the research case for this study. The statement that Zhenmao meets the principle of case selection is as follows:

- The company was recognized by the medical community as the leader of the telecare system platform.

- The company has a certain influence on the medical industry. At present, the system has been adopted by many well-known medical institutions.

- Researchers can obtain data sources through a variety of channels, and it is convenient for direct observation and participation in observation, which is helpful for the relevance and in-depth knowledge and understanding of the entire event.
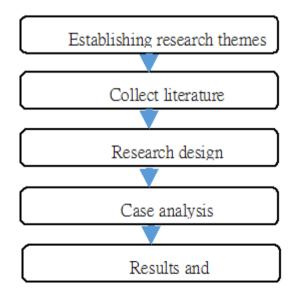
Research Steps

Figure3-1. *Research steps*

Source: *collation of this study*

CASE ANALYSIS

Case Study Industry Background and Development

OverviewIn 2003, the general manager of Zhenmao Technology invested in the development of the unpopular health management system platform. Until the past few years, after the global ageing problem, the government began to pay more attention to the development of Taiwan's

health care industry. Therefore, the current development of various products of the baby machine, as well as various customized health service system platforms, is still the best in the market. Since its establishment, Zhenmao Technology has been committed to technological innovation and sustainable management. Because of being in the torrent of the Internet industry, and closely related to the development of cutting-edge technology, the company attaches great importance to how to use information technology to improve the overall operating efficiency of enterprises and families. All are integrated with the operation processes of various departments, and it is expected that through comprehensive electronicization, the company's operating constitution and management system will be more complete, and the foundation stone of a century will be established. 1. Using technology and technology, exerting creative spirit, and improving the well-being of our lives as our vision, provide the best successful development model, build a home into a smart community, and develop our business into the most profitable enterprise. 2. In the company's development strategy, specializing in network-related software and hardware products and system integration. 3. Expand product range to provide integrated solutions. 4. Use the company's system technology to establish an electronic health service demonstration to promote the early arrival of an electronic society. 5. Improve the flexibility and efficiency of component development to achieve world-class standards. 6. Strengthen services and establish strategic alliances with international suppliers and customers. 7. Create performance growth and maintain stable profits to create development performance. 8. Long-term goals create the healthy quality of value-added society and increase the overall operating income; in the future, environmental construction, artistic aesthetics, living consumption, community management, household contact, leisure and entertainment, security and theft, emergency rescue, mobile communications, Business negotiation, etc., can obtain intimate and satisfactory services in the digital network system.

Study Case Profile

Zhenmao Technology has been committed to improving the quality of human life for many years, and using technology in the spirit of humanity and creativity to promote the well-being of human life and create a better living environment. Therefore, in the field of research and development, it covers medical information, electronics, electrical machinery, communication and network service systems, specializing in remote medical health care system platforms, home remote biomedical sensing systems and equipment, hospital bedside service systems, baby care Car, security care system, wireless sensing network, wireless sensing network positioning system, wireless sensing energy-saving management system, wireless sensing security system, art multimedia system, art leisure navigation system, will "health" "safety" "Business," "art," and "entertainment" elements are integrated together to create "technical and considerate" products and services in the spirit of "Your Health, Your Life, We Care" and the "BabyBot baby machine" brand.

Case Study Service Innovation

The baby machine developed by Zhenmao Technology has developed from simple early physiological information measurement records to more intimate and practical functions and models at this stage, such as portable portable baby machines, Kiosk baby machines for overall health, The bedside care type for security and maintenance, and the e-nursing car to improve the efficiency of nursing staff have been adopted by many hospitals such as National Taiwan University, Gengyu, Changgeng, Maji, and Xinxin. In addition to the latest generation of baby machines that are currently used in conjunction with medical hospitals, the focus of development this year is to deeply integrate this system with industries such as life insurance, builders, tourism, medical and leisure, so that all people can enjoy the highest quality Healthy life. In terms of service and technology, as shown in the figure:

Service	Technology
Health care	Comprehensive health care system Community health care system Health care services Construction of remote video urban and rural multi-point synchronization system
Security guard	Smart Security Technology Development of remote telemetry instruments
Network provisioning	Integration of Broadband Network Technology Overall Construction of Broadband Network Community Colocation / Network Integration Online community content management

Innovation and Technology	Development of science and technology applied materials Digital home establishment Development of Energy Management System integration services Market test and application of technology products

Figure3-3. *Source: collation of this study*

Research Object Positioning and Strategy

The medical service industry is a knowledge-intensive industry. This research case, Zhenmao Technology, has developed a dedicated nursing information platform for hospitals, clinics, health centers, nursing homes and nursing homes at all levels. The platform contains various Nursing form and physiological record analysis to completely record the physical health status of each case. After the systemization of e-statements and records, it not only saves the staff's time and manpower, but also saves the space of paper filing and possible manual clerical errors. It is easier to prepare for the regular audit and review of the competent unit save trouble. There are evaluation index system, use right management system, case information analysis system, social worker activity management system, case management system ... a complete and diverse medical care information system. And can provide customized services, closer to the service needs of units at all levels. Establish u-care as a personalized health management platform. Personal health records and all physiological indexes measured on the baby machine can be automatically uploaded to the cloud through the network. In addition to recording complete personal physiological information on the platform , All values will be presented in the form of graph analysis. Relatives and friends in the distance and certain family doctors can also check their physiological information through two-way authentication sharing. It has multiple functions such as health management, activity records, diet records, disease records, medication records, health assessment, etc. In addition, Zhenmao Technology integrates all physiological measurements of users (including blood pressure, blood glucose, electrocardiogram, weight ... etc.)) Historical data, you can view the complete physiological information on the same screen, using chart analysis and historical record presentation, so that users can clearly understand their own physiological conditions, and further easily and autonomously manage personal health. Zhenmao Technology positions itself as a provider in the health service industry, transforming technology into innovative services to enhance the customer experience.

CONCLUSION AND SUGGESTION

In the past, medical cloud service innovation investment can enable companies to expand their core competitiveness, such as reducing costs of operations and personnel costs by automating processes. Because investing resources in information technology activities often allows companies to gain more advantages than other competitors, medical cloud service innovation is already one of the key factors for organizations to maintain competitive advantages. However, today's enterprises are in a world of fierce competition. To stand out, hospitals must combine service innovation concepts.

Five main conclusions are obtained through the inductive integration of the case study method:

Conclusion 1

There is a positive correlation between medical cloud service service innovation, process innovation and business innovation. Each time an innovative application of information technology or the popularization of new technology products, it can bring an opportunity for enterprises to realize innovation in information services. Community citizens use baby machines to perform physiological measurements in public areas of the community. The measured values can be viewed and inquired on the online platform. Individual measurement results can also be printed into reports on a regular basis for reference by the public and family doctors.

Conclusion 2

Hospitals that have successfully introduced technological innovation services have achieved competitive advantages earlier, and the industrial ecology and structure will also change due to the introduction of information technology. The nursing staff pushed the nursing baby car into the ward to measure the physiological value for the residents. The residents can also use the baby machine in the public area of the institution to measure it on their own. The physiological measurement value is automatically uploaded to the network platform and integrated into the internal system of the institution. Resident health trends.

Conclusion 3

Simply introducing innovative technology in medical cloud services to create unique advantages cannot be sustained for long.

Enterprises must use the diversification of information technology to cooperate with the intermediary effects or activities in the service innovation facet in order to build an advantage that is difficult to imitate. Patients recuperating at home can use the baby machine to measure their physical status. These physiological information can be transmitted to the hospital's care center through the baby machine. The administrator in the care center can understand the physical status of each patient through the baby machine's cloud platform and provide customized services. Continuous care, emergency care counselling, health information ... This will reduce the number of hospital stays, the number of hospitalizations, the number of emergency visits, etc., and promote the stable condition of patients to improve the quality of life and differentiated care services to enhance the hospital's competitiveness.

Conclusion 4

We must understand customer needs, take customer orientation as the core value of the enterprise, and even break the ecology and game rules of the original industry, in order to grasp customer needs, markets and the environment, and obtain competitive advantages under continuous innovation and services. Combined with the Microsoft Office Communications Server (OCS2007R2) Internet phone function, users can easily have real-time video conversations with medical staff, so that medical staff can get closer to the patient and understand the patient's physiological status clearly. There is also a multi-party conference function that allows doctors, caregivers, patients and their families in different disciplines to have multi-party talks in different locations, allowing caregivers to care for patients more efficiently, and increasing the interaction between patients and caregivers.

Conclusion 5

When using information technology for service innovation, there must be a physical or virtual unit dedicated to service innovation to develop a set of innovative service processes. Develop a professional customer service system platform for health management related organizations at all levels. This platform can allow professionals to review case vital signs and image and voice communications at the same time, and view case-related data analysis on the same platform screen, regardless of the front line. The customer service staff is also a high-level manager, who can integrate case related data and manage customer service center information according to different management permissions.

Suggest

This research is mainly to explore the relationship between medical cloud service innovation. With reference to relevant literature on service innovation at home and abroad, it is found that the organizational characteristics and strategies of enterprises, marketing and distribution strategies, market information, human resource management, enterprise intelligence, and knowledge management may affect the service innovation of enterprises, so future research directions can be explored. Outside of medical cloud technology, which corporate activities or internal and external factors may be factors influencing service innovation. In the future, you can also use different perspectives to compare the companies that have made good use of medical cloud technology and the companies that do not make good use of medical cloud technology to conduct research and comparison to understand whether different information capabilities between enterprises affect their service innovation capabilities.

Due to the limited sample size of this research, future research directions can also be directed towards cross-industry comparative analysis, and further analyze the relationship between medical cloud technology and service innovation, and explore whether different industries, scales, and market orientations have different effects on the research results. In addition, the future can also be directed towards larger sample studies, such as exploring and investigating how SMEs conduct service innovation, or comparing and analyzing the differences in service innovation activities between companies with higher operating performance and those with lower operating performance.

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