



Kaohsiung Veterans General Hospital

High Quality Service · Ambition and Innovation

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Three-perspective assessment of outpatient front-desk micro-interactions in a southern Taiwan medical centre

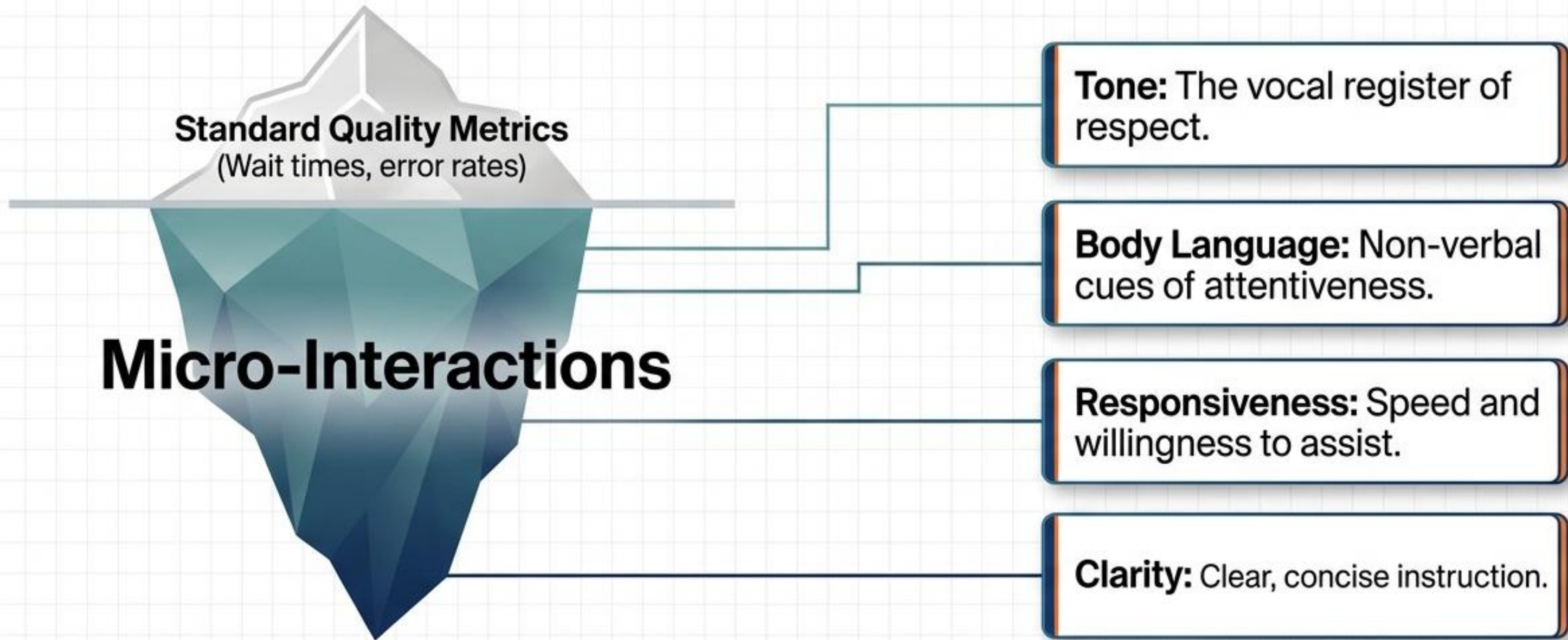
A Southern Taiwan Medical Centre Study

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Session: Thursday, May 21, 2026, 14:25 | Abstract ID: 26523

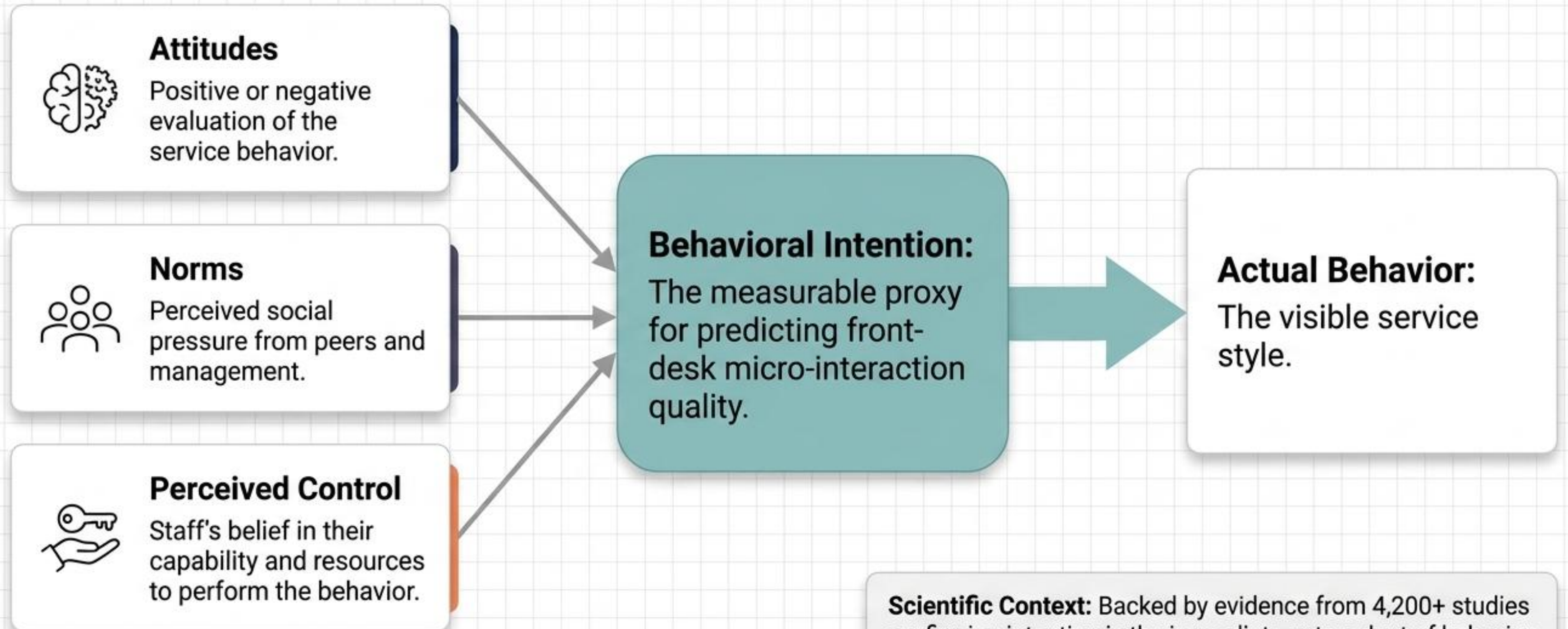
The Front-Line Blind Spot in Healthcare Quality

Outpatient front desks are key contact points where everyday behaviors shape patients' **sense of safety**, yet these are rarely captured by routine quality data.



Micro-interactions define first impressions, influence the psychological safety of patients, and drive overall service quality perceptions.

Predicting Service Quality Through the Theory of Planned Behavior (TPB)



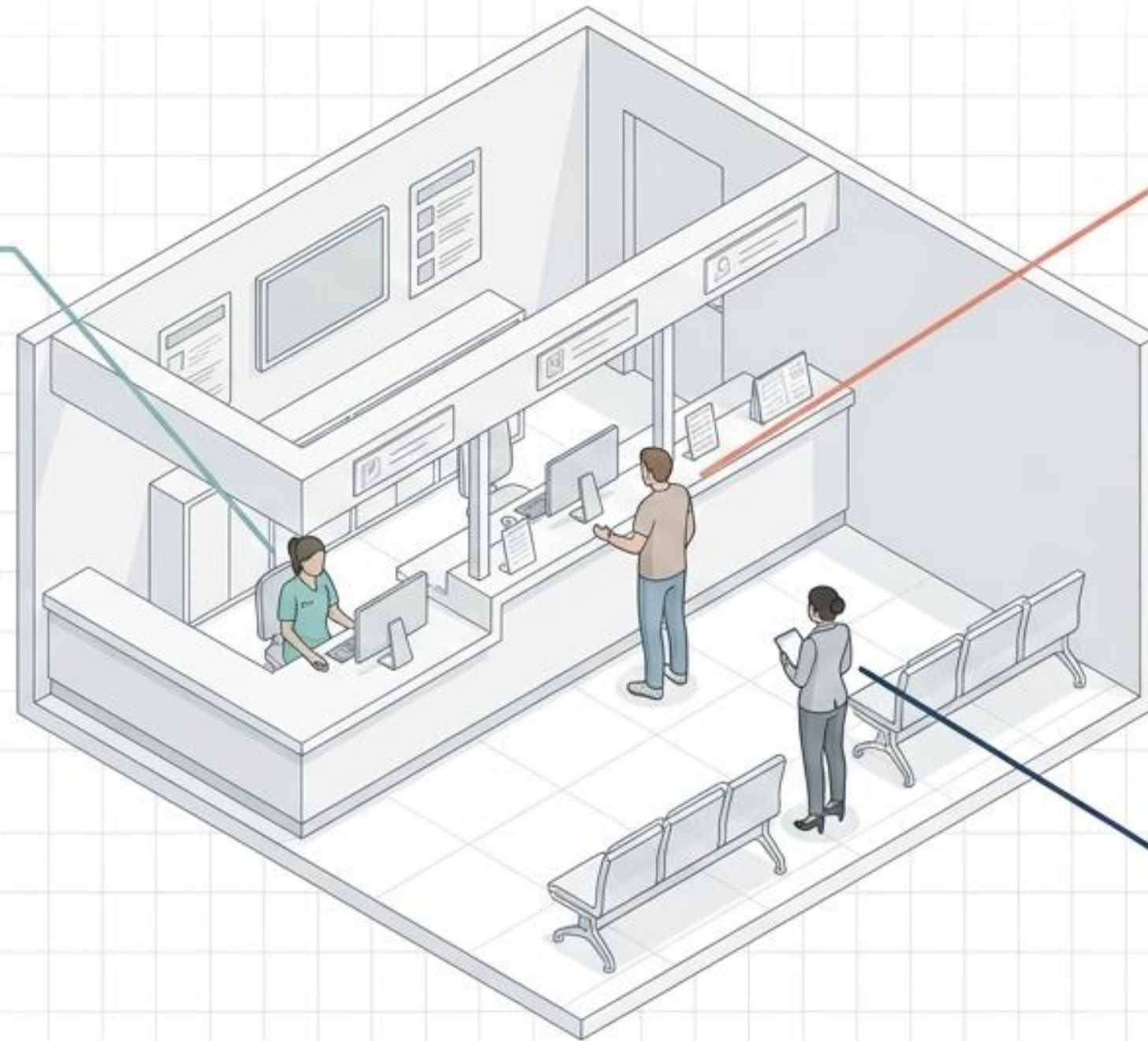
Scientific Context: Backed by evidence from 4,200+ studies confirming intention is the immediate antecedent of behavior.

The Triangulation Strategy: Three Lenses on One Interaction

Setting: Main outpatient area, Southern Taiwan Medical Centre

View 1: 42 Front-Desk Staff

Measuring: Attitudes, Norms, Control, Intentions via TPB-based questionnaire.



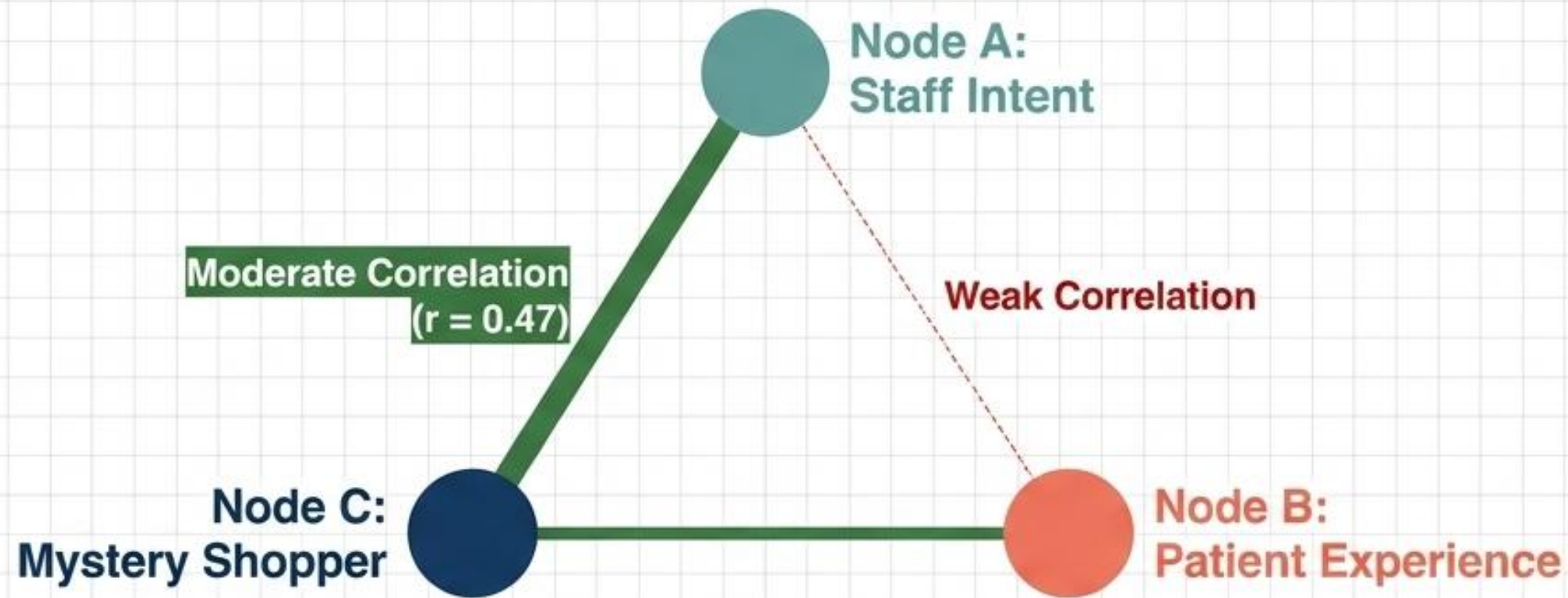
View 2: Concurrent Outpatients

Measuring: Experience and perception via brief surveys at the same counters, concurrent with the staff survey.

View 3: Trained Mystery Shoppers

Measuring: Attitude, Communication, and Overall Performance via on-site, objective counter observations.

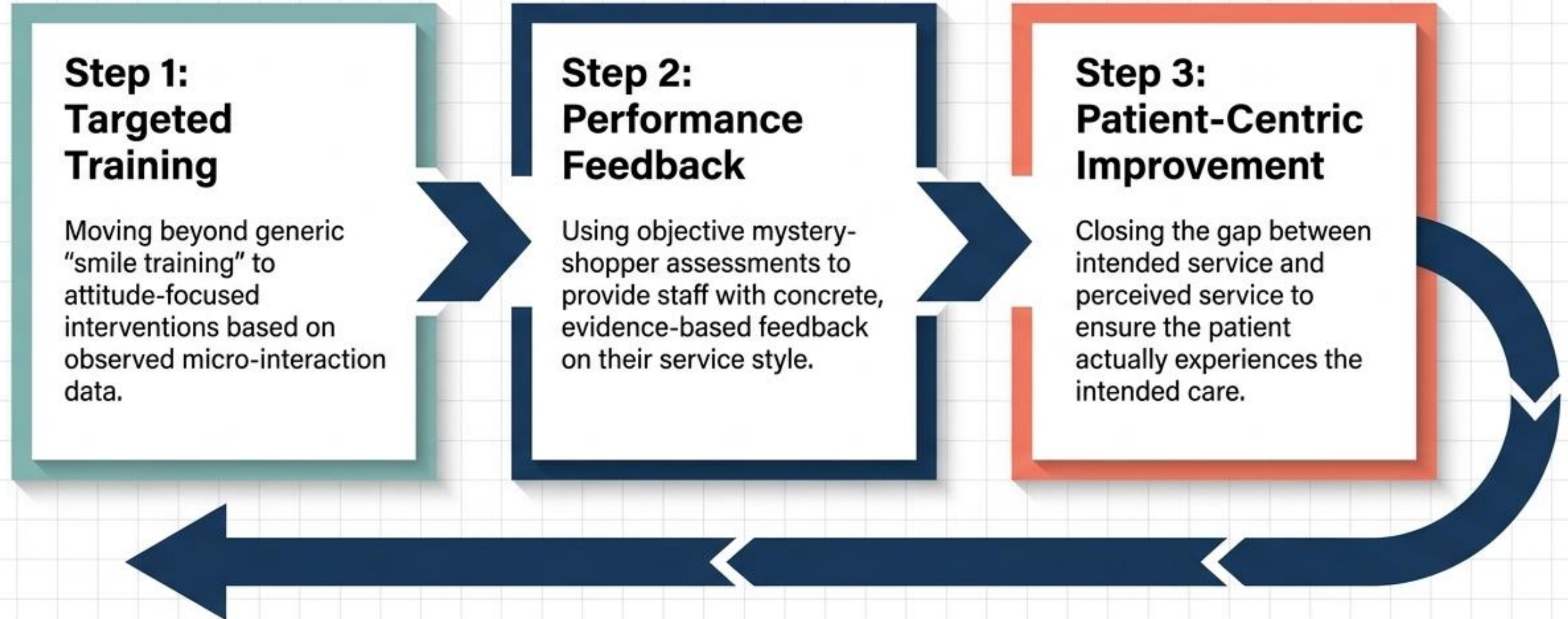
Mapping the Relational Data



Analysis: The data proves that to understand why a service style succeeds or fails, **management must rely** on trained observation, not just end-point patient satisfaction scores.

Conclusion: Mystery shoppers are the most reflective observer perspective for evaluating 醫院櫃檯服務風格.

Actionable Evidence for Quality Improvement



Takeaway: Service style is a measurable, trainable skill.

Building Health-Promoting Hospitals



Strengthens respectful communication at the very first point of patient contact.



Promotes psychological safety for both patients and front-desk staff alike.



Provides measurable, visible data on everyday service micro-interactions.



Supports continuous quality improvement (CQI) with evidence-based feedback.

Creating a Practical Shared Language



Conclusion: The ultimate value of the three-perspective approach is alignment. By making everyday interactions visible, it creates a shared language for discussing front-desk micro-interactions across front-line staff, hospital managers, and quality improvement teams.

Impact: Everyone is finally measuring, observing, and experiencing the same standard of care.

Scientific Foundations and Methodology Validation

**PLOS ONE (2024) |
Zewdie YG et al.**

Applies TPB to front-line service; confirms attitude is the primary driver of intention ($R^2 > 0.80$), directly mirroring our 89% variance finding.

**Archives of Public
Health (2022) |
Rankin KA et al.**

Establishes mystery-shopper methodology as rigorous and free from the Hawthorne effect, validating our $r=0.47$ correlation finding.

**European Journal of
Psychology (2020) |
Bosnjak M et al.**

Synthesizes 4,200+ studies to justify using TPB constructs to measure staff intention as a proxy for predicting behavior.



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