

# A study on the service design model in healthcare cloud industry

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## Abstract

Health care cloud services have been viewed as the critical development of the future health care industry. However, it is still in the initiative stage. Therefore, the application of the demand chain perspective into the service design of health care cloud industry will effectively facilitate the industry to satisfy customer needs and enhance customer adoption willingness. Taking this point, this study aims to combine the characteristics of the health care cloud services including innovative service adoption, user interface, and healthcare utilization behavior with the customer demand perspective. Using moderating regression model and the quality function deployment (QFD) approach, this study further develops the service design model based on customer needs. To confirm the validity of the service design model, this study uses health care cloud services as case study to illustrate the analysis processes. The results will provide health-related units in the health care industry with guidelines to efficiently design the cloud services.

Keyword : Cloud service, service design, healthcare industry, demand chain management, quality function deployment