

Chapter 5.

NETWORK DEVELOPMENT AND APPLICATION IN HEALTHCARE SECTOR: A STUDY OF SYSTEMATIC SERVICES

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Abstract. *The starting point for deliberations in the article is the issue of the essence and attributes of a network organisation as one of the contemporary forms of co-operation between health care organizations. The main aim of the article is to analyse the influence of a network development process on the service structure and its characteristics in health care. In the article the systemic product concept is introduced, which can be defined as a product that simultaneously satisfies a specified set of needs and expectations of the clients/patients. The clients indicate sets (clusters) of needs that appear simultaneously in some period of human life, for example those related to medical care.*

The service quality theory recognizes the need for integrated service delivery systems, requiring the whole organizations to be attuned to customer service and integration of the service delivery systems. The services literature emphasizes the need for the organization-wide commitment to service characteristics, quality and orientation for the client.

A case-based research design is used to explore professional service sector (health care), providing two case studies in a rapidly expanding market (Poland).

Keywords: *service, health care, networks, systemic product.*

JEL Classification: *I11, D22, L22.*