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MANAGEMENT OF SERVICE INNOVATION QUALITY

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Appendix

Healthcare Service Innovation Project Survey

Dear participant,

You are about to participate in the survey ‘Healthcare Service Innovation Project’. This survey is part of a Ph.D. candidate’s doctoral research. Your response will contribute to our understanding of innovation in healthcare services. Before you start, we would like you to read the following carefully:

Goal of the survey

The goal of this survey is to investigate some factors that influence the performance of innovation projects in healthcare sector (e.g., employee involvement and service innovativeness), so as to provide some suggestions for improving healthcare organizations’ innovation capacity and performance. If you would like to receive a final report with the research findings and conclusions, we are glad to provide it after the survey is completed.

Instructions and procedure

Service innovation concerned in this study is viewed as any change that affects one or more terms of one or more service characteristics, which is not limited in new service development, but with wide categories like new-to-the-market service, new service line, service revision and repositioning, etc.

This survey consists of **three parts**:

First, you will be asked to describe some of your basic information (e.g., education, work experience, ...).

Second, you will be asked to recall a healthcare service innovation project completed by your organization within last three year, and then fill in some basic information about this project (e.g., the category and size of the project, ...). *This project could be successful, less successful or even unsuccessful one.*

Finally, we will ask you some questions on the employee involvement, innovativeness and performance of the innovation project.

Completing this survey should take about **10 minutes**.

Voluntary participation and confidentiality

Your participation in this survey is purely voluntary and strictly anonymous. All answers

from this survey will be kept confidential and only used for research purpose. No personal information will be used.

I have read and understood the information above and agree to participate in this study.

- Yes No

Would you like to receive a final report with the research findings and conclusions via e-mail?

- Yes (Please leave your e-mail address): _____
 No

1. Your gender

- Male Female

2. Your age: _____ years old

- ≤ 25 26–35 36–45
 46–55 ≥ 56

3. The highest educational level you have completed

- High school or less Some college Bachelor's degree
 Master's degree Doctoral degree Other

4. How many years have you worked for your organization?

- 1–2
- 3–5
- 6–10
- 11–15
- 16–20
- ≥ 21

5. Name of your organization (*if applicable*) (in Dutch or English)

*Before completing the following parts, please recall a **service innovation project** in your organization, which was developed **within last three years**. This project could be successful, less successful or even unsuccessful one.*

6. Please *select one* category that **best matches** the innovation project.

- New-to-the-market service
- New service line
- Addition to existing service line
- New delivery process
- Improvements/Revisions to existing service
- Service repositioning
- Cost reduction
- Other (Please specify): _____

7. Please give a brief description of the innovation project (*if applicable*).

8. What was your role in the innovation project?

- Project leader
- Supervisor
- Project team member
- Not involved

9. How many employees were in the innovation project team?

- 1–4
- 5–9
- 10–14
- 15–19
- 20–24
- ≥25

10. Duration of the project: _____ months

- ≤1
- 2–6
- 7–12
- 13–18
- 19–24
- ≥25

Please indicate to what extent you agree with the following statements about the innovation project you chose.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Your knowledge of the innovation project is extensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your degree of involvement in the innovation project is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The innovation project is complex.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Frontline employees such as doctors, nurses, receptionists, etc.)

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Frontline employees were actively involved in generating and screening ideas for the innovation project.	o	o	o	o	o
Frontline employees were actively involved in establishing goals and priorities for the innovation project.	o	o	o	o	o
Frontline employees were adequately represented in the innovation project team and other strategic activities.	o	o	o	o	o

In order to develop and introduce the innovation, we had to significantly change our...

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
...organizational structure.	o	o	o	o	o
...service delivery system.	o	o	o	o	o
...organizational culture.	o	o	o	o	o
...R&D and/or marketing practices.	o	o	o	o	o

(Top managers such as directors, division managers, etc.)

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Top managers played a central role in review of the innovation project.	o	o	o	o	o
Top managers were visionaries and/or champions of the innovation project.	o	o	o	o	o
Top managers enhanced reputation of our organization and the innovation project.	o	o	o	o	o
Top managers encouraged key strategic users to adopt the innovation project.	o	o	o	o	o

Quality of the innovation was better than that of...

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
...the preset performance specifications.	o	o	o	o	o
...our similar completed innovations.	o	o	o	o	o
...similar innovations completed by other organizations.	o	o	o	o	o

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The technology in our industry changed rapidly.	o	o	o	o	o
Technological changes provided big opportunities in our industry.	o	o	o	o	o
A large number of innovative ideas have been made possible through technological breakthroughs in our industry.	o	o	o	o	o
Technological developments in our industry were rather minor.	o	o	o	o	o

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The innovation offered new user value not offered before by any other services.	o	o	o	o	o
The innovation created a totally new service category.	o	o	o	o	o
The innovation changed the way our user context functions.	o	o	o	o	o

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Users' demands and preferences changed quite a bit over time.	o	o	o	o	o
Users tended to look for new services all the time.	o	o	o	o	o
We witnessed demands for our services from users who were never served by us before.	o	o	o	o	o
New users tended to have service-related needs that were different from those of our existing users.	o	o	o	o	o

Any additional comments on this survey or stories about the innovation project:

Name of the innovation project (*if applicable*) (in Dutch or English)
