

INVESTIGATING THE ROLE OF THE BALDRIGE FRAMEWORK IN POST-PANDEMIC HEALTHCARE: INSIGHTS FROM TEXT MINING

Heng Xie, College of Business, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819, 916-278-5439, heng.xie@csus.edu

Gayle Prybutok, College of Health and Public Service, University of North Texas, 1155 Union Circle, Denton, TX 76203, 940-369-7820, gayle.prybutok@unt.edu

Victor Prybutok, G. Brint Ryan College of Business, University of North Texas, 1155 Union Circle, Denton, TX 76203, 940-565-3957, prybutok@unt.edu

ABSTRACT

Text-mining techniques have greatly expanded the types of data available for research. This study employs text-mining methods to examine the impact of the Baldrige Framework on healthcare systems in the post-pandemic era. While earlier studies have developed various frameworks for healthcare quality management, there's a need to update these frameworks to address the changing demands post-pandemic. By utilizing text-mining methods, this research will review patient experience data collected from online platforms. Research results will bridge the gap between academic literature and industry practices in healthcare. Furthermore, research results will offer valuable recommendations to enhance organizational performance in the healthcare sector.

Keywords: Text Mining, Baldrige, Healthcare Quality Management, Patient Experience, Organizational Performance