In the post-COVID-19 new normal, health systems are likely to confront various types of competition, such as technology disruption-driven competition, environment uncertainty-driven competition, customer service-driven competition, and integration-driven competition. This study examines how health system characteristics can lead to these types of competition.

The authors conducted a cross-sectional survey in the post-COVID-19 new normal, with a sample size of 1,272, of which 856 were valid. The survey was conducted from May 2021 to June 2021.

The findings revealed that health systems in the post-COVID-19 new normal have a high level of competition, with technology disruption-driven competition being the most common type, followed by environment uncertainty-driven competition, customer service-driven competition, and integration-driven competition.

The study suggests that health systems should be prepared to face these types of competition and to develop strategies to mitigate their impact. The results can help health systems to better understand the competitive landscape and to make informed decisions about their strategic plans.

For more information, please visit the JMIR Formative Research website.