



HEALTHCARE MANAGEMENT

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ABSTRACT:

Healthcare management is one of the dynamic and ever evolving fields which are responsible for providing healthcare solutions to individuals in different regions or countries. It involves management of healthcare institutions hospitals healthcare providers and public healthcare system which work independently or interrelatedly to pursue a common goal of betterment of societies at large. Healthcare management in developed countries is specialized and segregated whereas it is still in its nascent stages in various developing nations. Public services or government in different countries pay special attention towards healthcare administration so as to provide quality health solutions to its citizens well-being. Healthcare managers are individuals or groups of people who act as the central point of control within hospitals and ensure the effective movement of resources within a healthcare institution.

INTRODUCTION:

Healthcare Management seamless deals with Hospital Processes and Services, Health Economics, Planning and Designing of Health Care Facilities, Organizational Behavior, Health Statistics, Quality and Patient Safety, Evolving Concepts for Hospitals, Technology Update, Legal and Ethical issues including laws applicable to Hospitals, Court Judgments pertaining to Healthcare, Medical Architecture etc. the primary goal of healthcare providers is to provide high-quality safe care to those who see its help irrespective of patents residents clients or recipient care. The utmost goal of the healthcare organizations is to work as an effective system with aligned components that work together to foster success.

According to World Health Organization, health of an individual is essential to general health and quality of life. It is a state of being free from diseases and disorders that limit an individual's capacity in general well-being and psychosocial well-being. Public health solutions for diseases are most effective when they are integrated with those for other chronic diseases and with national public health programmers. The WHO health program aligns its work with strategy of chronic disease prevention and health promotion. Emphasis is put on developing global practices and policies in health promotion and disease prevention.

Healthcare systems are composed of numerous professional groups departments and specialties with intricate nonlinear interactions between them. The complexity of such systems is often unparalleled as a result of constraints relating to different diseases areas multidimensional goals and multidisciplinary staff. Within large organizations such as healthcare systems the numerous groups with associated subcultures might support or be in conflict with each other. In such situations able healthcare managers need to capitalize on the diversity within the organization as a whole and efficiently utilize resources when designing management processes and encouraging personnel to work towards achieving a common goal.

Knowledge to health policies and management principles will lead to development of next

generation healthcare managers with analytical attitude for reviewing the problem and focused approach for management of healthcare institutions. They must possess expertise in public healthcare practices and management skills to apply concepts involved in planning implementation function and assessment of public healthcare programs. Apart from this an understanding of protocols through which healthcare policies are developed and regulated must be legitimate. It requires the healthcare managers to acquire leadership role on public health by acquiring methodological skills to understand and manage population health in a variety of settings.

Healthcare management programs are intended to train skilled professionals to presuppose management roles as members of multidisciplinary healthcare teams. These programs help healthcare professionals to develop execute and assess effective public health project. This program will also enable healthcare professionals to generate and analyze programs in the framework of the communities they serve taking into account cultural social economic ethical and legal factors.

Healthcare institutions often come under the lens of quality controllers hence according to Donabedian, structure process and outcome are the components of quality in healthcare institutions. Healthcare management professionals must strive to elaborately deliver these three components which effect quality of healthcare. The structure here includes physical infrastructure, manpower. Materials including medicines and biomaterials and machinery including diagnostic, therapeutic and administrative and supportive service delivery. Hence serious attention must be paid by the healthcare managers to effectively render health services.

Healthcare managers across the globe have similar roles which can be summarized as-

- Delivering growth by evaluating and effectively managing performance value drivers.
- Confidently managing strategic decisions by applying new frameworks in healthcare
- Gaining fresh insights and perspectives on similar challenges faced by other players in the industry.
- Creating benchmarks across healthcare institutions for others to follow.
- Providing effective leaderships and management skills to contribute to efficiency of healthcare services performance and satisfaction of the staff employed within them.
- Providing engaging leadership abilities to improve employee engagement and performance.
- Formulating strategies that are driven by quality of healthcare services to be provided to the clientele.
- Making healthcare more patient centric than business centric.
- Ensuring quality in structure, process and outcomes is an integral part of the strategic plan.
- Translating overall objectives into departmental objectives.
- Recognizing the needs of the service from clinically based environment.
- Providing smooth transition from current payment models to value based care models.

Improving Healthcare management will inevitable have a greater impact on the lives of people as they rely on healthcare providers during some of the most critical moments of their lives. It is imperative to healthcare professionals to be prepared for bigger challenges.



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