Title

Name

Institution

Memo for taking employees under confidence over organizational selling

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| **To:** Members of Organization  **From**: [Add your name], CEO, Delmont Private Hospital  **Date**: March 6, 2019  **Subject**: Decision about Selling Delmont Private Hospital  **Cc**: Robert James, William McGregor**,** Hobart Brown, Nancy Brenner |

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| *Dear Valuable Members, I hope you are having a good day so far*  This point does not require further elaboration that life is highly dynamic and ever-changing entity; it is not the name of monotony but of diversity, enriched with adverse unpredictable experiences. Certainly, no one can deny this fact. Based on its dynamic nature, I, being the head of this organization, hereby, want to share some statistics here, providing new and meaningful basis to further discussion.  Fund-raising program is highly indispensable for uplifting financial growth and management of any private organization because it is tremendously reliant upon the financial contributions from well-heeled members of society (Schaefer, 2004; Travis et. al., 2014; Gwatkin, Bhuiya & Victora, 2014). Realizing the significance and necessity of fund-raising program we started annual outreach program in year 2006. From 2006-2009 contributions reached up to 10%. Rise in financial contributions became twofold by the end of year 2015 i.e., it reached 35% within 9 years. Success of this program enabled our organization to bear relatively larger pool of in-house patients aiming at provision of Adult Mental Health, Aged Mental Health, Community Outreach, Consulting Suites, Day Programs, Inpatient care, Substance Use and Addiction rehabilitation. For that matter, we hired best experienced and qualified staff for carrying daily clinical practice. Professionalism, integrity, compassion and flexibility have always been our prominent hallmarks within the healthcare field.  **Image 1**  *Graphical representation of outreach effectiveness in financial remittance of DPH from 2006-18*  These statistics have made your idea clear that how well we attempted to manag healthcare services with the help of annual outreach program. Unfortunately, current fiscal position of the organization is not satisfactory at all; during the years of 2015-2018, a significant decline in financial contributions from the affluent figures of society has been inspected e.g., contributions dropped till 6% straight from 35% during last three subsequent years. This situation is the matter of concern for all of us being the significant part of this organization.  Concluding the above mentioned facts and figures, I, with the heavy heart, announce that we have decided to sell our organization because healthcare services are being affected gravely. We are lacking enough resources to bear the burden of in-house patients and staff salaries as well. This situation is threatening the values and vision of this organization, which can never be compromised in any way. I request you to develop constructive insight about the inevitableness of selling our business as it was the last available option we had.  I request you to continue your daily healthcare practices following the schedule. Your future will be under the lock and key—in the safe hands undoubtedly. It is only you who can bring the organization up to the mark in healthcare field. You will keep getting extrinsic rewards and recognition upon demonstrating excellent performance but I would like you to develop intrinsic motivation and a need-for-achievement factor within yourself because it will enable you to demonstrate organizational commitment particularly in such a tumultuous time. This organization has always delivered its best to nurture your monetary needs through right and deserving amounts, self esteem through allowing you to participate in important decision makings and provided you with the safest and discrimination-free environment so that you could continue your path towards professional development. Now it is your time to stand by the organization.  *Your efforts and sincerity to the organization is highly acknowledged and always will be!*  [**type your name here], CEO,** **Delmont Private Hospital**  Your Signature  **delmont-private-hospital-logo.jpg**  **300 Warringal Road, Glen Iris VIC 314**  **Email:**[**delmont@delmonthospital.com.au**](mailto:delmont@delmonthospital.com.au)  **Phone: +61 3 9805 7333** |

**References**

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