Administration in Healthcare Services

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Management is an important process that is used to control and regulate various aspects of business or any organization in order to smoothly run the operations of the business (Drucker, 2012). Management consists of five basic functions that streamline the process and makes it workable. These functions are planning, organizing, staffing, controlling and leading. The process gains much traction in the area of healthcare and management where special care has to be taken as it is literally a matter of life and death (Ginter, Duncan, & Swayne, 2018).

Planning is one of the most important and vital functions of the management process. It would not be wrong to state that planning is the most fundamental or basic pillar of the whole procedure. Controlling is one of the other basic functions of the management process but it relies entirely upon the planning phase, which constitutes the basic similarity between both the functions. Planning refers to deciding goals and objectives for both the long or short terms and then developing strategies as well, on how to achieve those goals. In contrast to this, controlling means to keep a check and balance that whether those strategies are being followed in a right manner. If not, the manager needs to take appropriate measures in order to bring the process again on track, which is not a part of the planning process.

Although all the managers participate in the management process as a whole, there are certain functions that are performed at specific levels. For example, the planning phase is mostly conducted by at the top level management. The goals and objectives are decided by the CEOs and directors, whereas the lower level managers and supervisors are mostly responsible for controlling. They make sure that all the policies, rules and regulations are being followed in the right way and organizational objectives are being met in time.

**References**

Drucker, P. (2012). *Management*. Routledge.

Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2018). *The strategic management of health care organizations*. John Wiley & Sons.