Title page

Managing healthcare

Mission

The organization is built on the principle of social justice and equal care for all. Adoption of new and innovative methods is the company's mission for competing in the health care market. The mission of the hospital is to provide quality and value-driven health care to the customers. As a health care service provider, the organization takes the responsibility of providing the best available treatment to the patients. Providing exemplary care is part of the organization's mission. It is also focused on building a positive environment where the patient received respect, care and opportunity for recovery. Building positive patient-provider relationship is also part of the organization's mission. It further aims at the provision of high-quality service by hiring professionally competent and skilled staff. Integrated delivery care is adapted for advancing in the field of medicine.

Size and scope

Strategic management focuses on adapting to the changes and hiring capable staff. The hospital comprises of 10 doctors, 20 nurses, 2 surgeons, 30 staff members. The services offered by the organization include physical examination, physical therapy, rehabilitation, nutrition counseling, prescription services, pediatric care, counseling, and family support services. The estimated budget for the hospital is $800,000. Strategic reinvestment in health care facilities demands stakeholders engagement. To avail tax exemption the organization has IRS 990 form. Electronic filing is used because of its technological resources (Montefiore, 2013). The organization will adopt strategic healthcare planning for managing resources appropriately. Hiring capable and professionally competent staff is part of the firm's strategy. This will demand adequate finances for conducting human resource activities such as job advertisement and interviews (Pynes & Lombardi, 2012). Providing training and guidance to the staff is also part of human resource management. The organization will operate in New York, America. After two years it will be expanded further.

Dynamics

The five dynamics identified by Pynes for implementing change in healthcare settings include; life-death outcome, escalating expectations, health care as a media target, public trust and people intensity. Life-death outcomes state that patient's relate to every healthcare facility and service with probable outcomes. This dynamic emphasize on educating the patients about the possible outcomes of each treatment. When clients enter the emergency room they lack awareness about the procedures and methods adopted for treating the patient. When parents bring their child to the emergency who has fallen from bicycle they will ask certain questions exhibiting their concerns related to outcomes. They may ask how long it will take for a scar to disappear. The attendant must be able to provide clear details to the parents. Patients are impatient and they are habitual of making an initial inquiry such as the need for plastic surgery (Pynes & Lombardi, 2012). When a patient is dissatisfied he may consider facility or other healthcare organization.

Escalating expectations reflect that it is important to consider the expectations of the customer-patients. Client "wants everything at once without waiting in line with perfect outcomes". They also demand staff attending to them is intelligence, highlight skilled and capable of employing equipment with the latest innovations. There is a need for understanding why patients have formed such expectations. The clients believe that they must receive better services when they are paying more. Health insurance has also put pressure on healthcare firms to deliver high-quality services. Patients who develop perceptions regarding drug or treatment are less likely to trust the providers (Pynes & Lombardi, 2012). Commercials have also played significant roles in forming views and expectations of customers. Such factors pressurize caregivers to maintain certain quality criteria. The media-driven misconception has adverse impacts on healthcare providers.

Another dynamic that influences customer-patient views is health care as a media target. Media gives considerable attention to health care and related issues. Media attempts to find healthcare stories and involves itself in criticizing the performance of healthcare institutes. three approaches used by media for evaluating healthcare sector include advertising media, journalistic media, and popular media. Newspapers are mostly covering topics that portray the negative role of the healthcare industry such as hiking prices of health care services and death of a patient in the emergency department due to delay in service. This is because media follows the ideology that ‘bad news always sell'. News channels are now reporting twenty-four hours that provide them the wider opportunity of covering health care issues. Media has a prominent role in shaping the public's opinion regarding healthcare. When channels are giving more importance to hospital flaws the customers are most likely to build negative perceptions (Pynes & Lombardi, 2012). The negative role of media has encouraged to develop certain assumptions such as staff’s tendency of committing errors during treatment or surgery. Patients establish fears that affect their relationship with care providers. Patients also form perceptions related to medical innovations believing that miracles can happen. Media is capable of creating a backfire effect that means that if customers see perfect outcomes on news they expect nothing less than that.

Public trust is another dynamic that influences a patient's perceptions towards health care organizations. The common perception among the public is that all hospitals are funded by sales and property taxes and involved in financial mismanagement (Pynes & Lombardi, 2012). Patients believe that emergency rooms are unreliable because the staff is more habitual of committing errors. The public is inclined to believe that because their taxes are providing funds to the hospitals so they must receive high-quality service. They lack knowledge about financial constraints and other issues faced by hospitals.

References

Montefiore. (2013). *Anuual Report.* Montefiore.

Pynes, J. E., & Lombardi, D. N. (2012). *Human Resources Management for Health Care Organizations: A Strategic Approach.* Jossey-Bass.