

A photograph of a laboratory or clinical setting. A person wearing a white nitrile glove is holding a small, dark-colored test tube with a white label. The test tube is positioned over a piece of laboratory equipment, possibly a centrifuge or a pipette. The background is blurred, showing other laboratory equipment and a window with vertical blinds. A semi-transparent dark grey rectangular box is overlaid on the right side of the image, containing the title text in white.

Need and Demand for Healthcare Managers

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The burgeoning healthcare industry has paved way for rapid changes in the way quality healthcare services are delivered, leading to the rise of numerous healthcare institutions all over the country. The sudden up rise of these state-of-the-art hospitals has resulted in organizational challenges that consequently accentuate the importance of qualified administrators to overlook the healthcare system and its functions. The tremendous growth rate of the sector is creating a sharp demand for professional health managers who can take care of the administrative and management responsibilities at these super specialties.

In the current times, where the healthcare system and hospitals are driving change into healthcare approaches and innovation, professionals with management experience are becoming a necessity. The way hospitals manage healthcare services, hold a major role in determining the quality of patient care and services offered by them. Unlike other medical professionals who are directly involved in the system, the role of healthcare managers cannot be looked past. They get involved, both directly and indirectly, to ensure that patient care and all the activities surrounding the delivery of healthcare services are well taken care of.

What Role do the Healthcare Managers Play?

Healthcare managers help fill the gap surrounding the healthcare reforms with their skills and ideas that bring in a fresh approach to management and patient care. A few notable roles and responsibilities that are expected from the healthcare managers are:

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- To provide non-medical services of management, coordination, and patient care.
- To managing institutional finances
- To devise organization management systems
- To organize facility records, and maintain hospital infrastructure and housekeeping
- To supervise inventories, equipment and other support services
- To improve efficiency and quality of healthcare services
- To keep the facility in line with the new laws and regulations to work in full legal compliance
- To create and maintain the day-to-day activities and employee work schedules
- To improve communication between medical staff and other employees
- To implement and manage HMIS in hospital and public health domain.
- Program manager in the field of public health like nutrition, mother and child health and many more.

Healthcare managers hold interdisciplinary roles in the administration area of the institution. While they attend to the productive business side of healthcare, they also work to coordinate with every other medical/non-medical department to keep things running smoothly within the organization.

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The Rising Need for Healthcare Managers

Though we are training approximately 3000 hospital/health managers every year but a large majority of them are not employable in terms of quality and academic rigor provided to them in their respective institutions. Therefore, the efforts have to be made to not only to increase the supply of such managers but also focus on the quality and academic rigor during teaching and training. It is necessary for the hospitals to be better equipped with qualified professionals and administrative staff to deal with the increased demand for patient care. Many hospitals and healthcare institutions are expanding their operations by undertaking large-scale modernization projects and developments to improve patient care in a cost-effective manner. As a result, medical services are becoming more and more diverse in nature targeting business efficiency and sustainment. The quality-driven healthcare systems, growing need for healthcare, along with the demographic and lifestyle changes, have led to an increased demand for healthcare managers.

Quality service delivery:

The rapid innovation and ongoing reforms in the healthcare sector have brought in a high expectancy of results that would possibly be delivered only by skilled management professionals. The present situation has compelled the need for effective healthcare managers to become a part of the organization to ensure quality delivery of health care services. Healthcare managers have become central to the management of hospitals and other healthcare organizations.

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Medical tourism:

Moreover, India is emerging as a major medical tourism hub and the arrival of health tourists are multiplying every year. As a result, there is an immense need for super specialty hospitals with world-class management and administrative system that would supplement the medical attention and treatment provided. Only with an efficient healthcare manager can the foreign tourists and the domestic upscale patients expect best of all healthcare and medical services. Altogether, the hike in medical tourism today has created a pivotal space for administrative and management professionals in the healthcare sector.

It is clear that healthcare managers have become a vital part of successful and productive healthcare institutions. Today, managers are combining their industry expertise with a full-fledged understanding of the healthcare system through their education and training. This certainly helps them increase the efficiency and effectiveness of the organization and their contribution to the healthcare sector.

Importance of Healthcare Management Education

With the healthcare industry experiencing tremendous changes, healthcare managers are expected to continue playing a vital role in shaping the healthcare management systems and delivery of services. Apart from that, the impact of the aging process, changing disease patterns, preventive healthcare awareness, and the rise of medical tourism are the other factors that contribute to industry growth, and subsequently, the demand for healthcare managers.

With all the demands springing up for healthcare managers, aspiring graduates are advised to take on efficient educational programs in health and hospital management that enable them to prepare for the rising demands of the sector and take up a sturdy career in the same.

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IIHMR offers its post graduate management education with the right focus on hospital and healthcare management practices that prepare students with appropriate skills and knowledge, to cater to the needs of healthcare organizations. The postgraduate program in health and hospital management offered by IIHMR is a one of its kind learning platform that has been consistently serving to fill the gap between the demand and availability of efficient administrative and management professionals in the healthcare sector. Candidates taking up this program are effectively and intensively prepared to function as promising leaders and managers in the healthcare set up.

The million-worth healthcare industry is all set to grow further, and as a result, the opportunities and services in the medical and healthcare management are expected to increase multi fold in the coming years. If the current utilization of healthcare services continues to grow, it is inevitable that the number of qualified healthcare management professionals have to expand as well. With the trend going this way, it is bringing in a huge demand for healthcare personnel – including medical and non-medical professionals. And, in such a scenario, candidates with professional training and education would be the certain ones who will gain high preference over their not-so-well qualified counterparts.