

Role of Management in Hospitals and Health Sector – IIHMR Delhi



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The rapid transformation happening in the healthcare sector recently, has brought with it need for unprecedented changes in the hospital management system. Unlike the past decades, when hospital management was solely focused on engaging highly skilled medical professionals and acquiring state of the art technology, today, the focus has shifted towards quality service delivery model of patient care and efficiency to contain the cost.

The growing need for quality healthcare in the sector is probing hospitals across the country to introduce novel patient care delivery approaches. With the increasing number of healthcare providers and their focus on patient-centricity, the healthcare industry has recognized and identified the need and importance of healthcare management professionals.

The role of management is crucial to streamline the healthcare processes and make the healthcare institutions financially viable and sustainable in the rapidly changing environment. The reforms and innovation in the sector have made healthcare delivery central to the management. The focus has largely been on hospital operations and services management to improve the scenario in hospitals and the healthcare delivery. Hence, management professionals play a vital part in improving the quality of patient care and the efficiency of the healthcare facilities.

Management Helps Improve Healthcare Delivery

Management professionals are vital for successful healthcare delivery. They attend to the business side of the healthcare delivery, influencing every department in the organization to ensure smooth functioning and give the best possible provision for patients.

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An efficient healthcare management requires a good understanding of the organization concepts, contemporary health problems, finance management and budgets, analytical capabilities and efficient leadership. They work directly and indirectly with other professionals maintaining a constant flow of communication to resolve problems and deliver high-quality services in an efficient way. However, the responsibilities of healthcare managers vary depending on the type and size of the healthcare organization.

Healthcare managers combine their business expertise and analytical capabilities with a better understanding of the healthcare system to increase efficiency and effectiveness of patient care services and healthcare delivery.

Detailed Profile of Hospital Management Professionals:

The dynamic role played by the hospital management professionals is one of the key drivers for success of healthcare organizations. They strive to meet the hospital needs and administrative requirements equally along with the patient care delivery.

The role of hospital management professionals includes:

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- Address the specific needs of the internal stakeholders such as medical practitioners, paramedics, nurses, technicians, pharmacists, housekeeping staff and others. They motivate and incentive them to improve their efficiency for the benefit of the healthcare delivery.
- Identifying areas of improvement in the quality of care, patient flow, and various other healthcare processes to meet the expected results of the patient- centric model.
- Improving day-to-day operating procedures such as allocating financial resources, materials management, vendor selection, and implementing IT system.
- Managing human resources in the organization and coordinating with other medical/non-medical professionals and specialists.
- Analyzing, gathering and processing the data related to facilities and finances, and present it to relevant internal stakeholders.
- Obtaining an in-depth understanding of the changing industry regulations and policies and making sure that the organization is compliant.
- Establishing policies/procedures/processes and communicating it to the departmental staff to implement them effectively in the hospital.
- Meet the hospital regulatory norms and quality standards as required by National Accreditation Board for Hospitals & Healthcare, National Quality Assurance Standards and Joint Commission International.
- Planning hospital projects such as expansion, extension of existing facilities or procuring advanced technology.
- Devising the fiscal needs of the organization such as planning the funding route, ordering medical supplies, setting rates for health care services, etc.
- Marketing hospital services to remain competitive in the sector, ensuring the better reach of the services amongst healthcare seekers.

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In short, the role of management in hospitals and health sectors is crucial to building a sustainable practice and delivery of services. With the structure and financing of healthcare sector changing rapidly, the management professionals are expected to stay up-to-date with the existing innovative methodologies, technological innovations, integration of healthcare systems as well as the laws and regulations. All of these have a considerable impact on patient experience, ensuring a successful and improved delivery of healthcare services as a whole.

Hospital and Healthcare Management Education at IIHMR

To meet the growing needs of the healthcare sector, it is necessary that managers in the sector equip themselves with relevant education, skills and industry-linked training. The International Institute of Health Management Research (IIHMR), Delhi, a pioneer in health management education, offers an MBA equivalent Post Graduate Diploma Program in Hospital and Health Management, which is basically a specialized education for budding graduates to establish a prospective career in the healthcare sector.

Owing to its significance and contribution in the healthcare sector, this post graduate diploma program by IIHMR has been accorded equivalence to MBA degree by the Association of Indian Universities. The dedicated coursework from IIHMR prepares students for management roles in hospitals and other health services organizations, focusing on the concepts and techniques of modern healthcare management. For those who are interested in making a career in the healthcare management sector, IIHMR is certainly an ideal place to start off.

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