PREFACE

With a change in the time cycle it is natural that we find a change in the concept and perception. Yesterday, the hospitals were considered to be ‘alms houses’ which were endowed for the support and lodging of the poor. These houses were set up as a charity institution to take care of sick and poor. Today, we consider hospital a place for the diagnosis and treatment of human ills, for the education and training and research, for the promotion of healthcare activities and to some extent a centre also helping bio-social research.

A hospital is a facility (building) where medical, surgical, psychiatric, and other treatments are provided. Health care management is the field relating to leadership, management, and administration of hospitals, hospital networks, and health care systems.

It is complex in the sense that multifaceted developments in the society have made the masses more conscious of their rights. Today we find masses expecting more from the hospitals. They want everything not within the four walls of the hospitals but at their door step or in the vicinity of living places. On the other hand we find different types of diseases spreading due to environmental a problem that increases the functional responsibilities of hospitals.

All over the globe most of the countries have accepted equal opportunities concepts which have been also accepted by service industry in India. In these circumstances any industry should take some actions to improve the problems and prospects. Looking at this important aspect, problems and prospects of healthcare industry is purposeful and useful for policy decisions and implementing it in practice.

Gujarat is the highly develop state in India. To bust of quality of life of the people Government and private sector has emphasis on healthcare year by year and have made lot investment in pharmaceutical and hospitals. Various hospitals services in right quality and at right time are also expected from the people of the state.
An attempt is made through this research work to evaluate and find out the problems and prospects of Healthcare Industry in Gujarat: A study of Selected Healthcare Institution in Gujarat and divided into six chapters.

Chapter 1: Introduction of Healthcare Industry

A brief introduction of healthcare management has been narrated keeping in mind its origin, development, growth and present status with the help of concept, significance, dimensions, important components, emerging features, etc. Also focuses on government policies on healthcare institutions.

Chapter 2: Review of Literature and Research Methodology

This Chapter describes the review of literature focusing on various areas of healthcare institutions and healthcare management. Articles, research journals, books and websites have been refereed to have conceptual clarity on the subject and to explore the research in right direction.

Chapter 3: Problems and Prospects of Healthcare Industry in India

The third chapter highlights major issues, problems and prospects of Healthcare Industry in India. Various past statistics on healthcare parameters have been studied to understand healthcare institutions in India.

Chapter 4: Problems and Prospects of Healthcare Industry in Gujarat

In this Chapter emphasis is made to describe problems and prospects of healthcare industry in Gujarat. Efforts have been made to study problems faced by the Management, Employees and Patients. Also light is thrown on their attitudes and reactions on the facilities provided by the industry in Gujarat. A profile of healthcare institutions is also narrated.
Chapter 5: Analysis and Interpretation of Data of Healthcare Industry in Gujarat

A detailed analysis and interpretation of primary and secondary data collected from various sources have been made to find out facts. Further statistical tests have been employed to judge population parameters on the basis of sample study. Various data pertaining to hospitals, patients, employees and management have been classified, tabulated, analysed and interpret to conclude the present study.

Chapter 6: Findings of the Study

The last chapter is the summary of the findings of the study. It lists main findings on problems and prospects of healthcare institutions in general and healthcare services in particular. It also concludes about problems of patients, employees, management and government.

*************