PREFACE

People constitute the valuable human resources needed for the development of any country. It is needless to say that the development of the national economy rests on the health, ability and well being of the people. Good health is a pre-requisite for human productivity and development process. A healthy society is a strong society. Therefore, the progress of any nation depends on efficient health care management system.

Healthcare is one of the world’s largest industries, and it is imperative that India should be prepared to meet the healthcare challenges of the new millennium. The health sector in India has become very competitive and is changing rapidly. The rise of patient as a consumer, the introduction of innovative technologies and new breed of entrepreneurial managers are the major factors behind the industrial metamorphosis. Besides, increased demand for quality health care combined with the willingness of the patients to pay for superior services and awareness of their rights and increased tendency to seek redress under Consumer Protection Act, 1986 call for more professional approach to the hospital management.

Recently, in India, numerous hospitals have come in public, corporate and voluntary sectors to provide super speciality treatment. While, the majority of the Government hospitals are found in a deplorable condition, the private and corporate hospitals shoulder almost three-fourths of the total health care burden in the country. This results in huge out-of-pocket expenditure on healthcare by the people. Despite of the category, majority of the hospitals are unable to achieve their desired targets and some of them have become non-viable because of ineffective and inefficient management of resources particularly, Men, Money, Materials and Machines, the famous four ‘Ms’. Thus there is a greater felt need to optimise these resources, increase productivity and ensure cost-effectiveness while giving high quality care and practicing total quality management, not only ensure ‘patient satisfaction’ but the ultimate objective should be to ensure ‘patient delight’.
The present research work is an earnest attempt to analyse the reasons for descending the performance of super speciality hospitals and to suggest the measures for effective management of these hospitals. It attempts: (i) to review the growth and performance of health sector in India (ii) to analyse the present state of hospital in India (iii) to investigate the planning, organising and staffing patterns in the selected hospital in Visakhapatnam (iv) to probe into direction and controlling process in the selected hospitals in Visakhapatnam (vi) to conduct a survey on patient satisfaction in the selected hospitals (vii) to offer suitable suggestions to the policy makers for strengthening the process of management of health care system in hospital.

Patient is our Very Important Person

A patient is the most important person on our premises.
He is not an interruption of our work; he is the purpose of it.
He is not an outsider to our hospital, he is part of it.
We are not doing him a favour by serving him;
He is doing us a favour by giving us the opportunity to do so.

— Mahatma Gandhi

Capt. Kalyani Bhagawathi

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