Management in healthcare

Name

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Date

One of the most important roles of healthcare administrators is to continuously improve clinical performance. This involves improving the efficiency, effectiveness, and safety of care given to patients (Ettinger, 2008). Essentially, patients, insurers, and healthcare regulators are increasingly demanding high quality care which puts administrators on their toes. Thus, they must assume active roles in pioneering changes in work processes, systems, healthcare infrastructure, organizational culture, and the overall modus operandi of healthcare practitioners and staff (Ettinger, 2008).

The SWOT analysis on UCCO exposes certain areas in the management of the organization that need improvement. Specifically, the organization has been experiencing rising overall costs with stalled profits. Furthermore, it has issues with HIPAA compliance. Staff training is minimal which lead to reduced quality of care especially in a highly demanding industry. Other sources of weaknesses include limited advertisements of services offered and low client satisfaction. These challenges put together, reduce UCCO’s ability to compete with the growing number of competitors in the locality.

Clearly, there are quite a number of issues of strategic change. First, Barbara should recommend a complete organizational culture change. This includes the shared sets of values, beliefs, and assumptions that influence how the organization interacts with the business and social environment (Wick et al., 2015). Specifically, Barbara’s recommendation should include a shift to patient-centred care, compliance with HIPAA regulations; and transparent and accountable financial management. The staff at the organization should be trained on patient-centred healthcare i.e. how to make patients the focus of all activities to ensure all their needs and interests are well taken care of (Hogan et al., 2015). Additionally, there is an urgent need to train the staff on HIPAA regulations which should include the cost and consequences of falling short of these principles.

Another recommendation that Barbra should make to the organization is the focus on new threats. Apparently, there is a growing population of senior members. This can potentially lead to increased medical costs for the organization and reduced health rates of the community. Also, the number of people without insurance is on the rise. This can potentially affect access to healthcare. As a long-serving facility, UCCO should come up with new strategies to address these threats. For example, it should start advocating for healthy living styles for the aged to include things like increased physical activity and healthy diets. It should also encourage people to take up insurance.

Finally, UCCO needs to create powerful marketing campaigns. This can include advertisements on various media, use of publicity, and personal sales. People need to know what the organization offers, and to be constantly reminded that the organization is still the best. Marketing should also include studying new customer demands and those services no longer required and incorporating this information to the modus operandi.

The recommended EHR system (i.e. Epic systems) will enable the organization integrate into their modus operandi better practices, workflow suggestion, and templates from leading healthcare organizations. This is because this system is widely used. Precisely, the system will improve communication between staff and clients. It will also improve payment systems by integrating insurance platforms into the financial controls in the organization. Moreover, it will lead to better organizational outlook because there will be improved management of patients. As a result, there is likely to be an improved client satisfaction.

In summary, the SWOT analysis helps to see the areas of strategic importance that need improvement. There is need to change the organizational culture to include patient-centred care, compliance with regulations, and efficient financial controls. There is also a growing need to focus on threats. Also, UCCO needs to design marketing campaigns.

Action plan

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| --- | --- | --- | --- |
| **Objectives** | **Tasks** | **Success indicator**  | **Time** |
| Cultural shift  | -Implementing patient-centred initiatives -Improve financial controls  | -Customer, employee -Increased profits and reduced costs | Continuous  |
| Improve HIPAA compliance  | -Training on HIPAA policies-Implement Epic systems | Reduced breaches  | Immediate training with testing after every six months  |
| Improve community health | -Educate on healthy living, Encourage people to take up health insurance | -Admission rates-Measure claims and payment options  | Three months, continuous  |
| Increase marketing | -Set up marketing campaigns in mediaEmploys sales persons | -Revenue cycle-New clients Sales reports  | Done after every three months  |

References

Ettinger, M. D. (2008). Improving clinical performance in hospitals: a difficult challenge for leaders. Prescriptions for Excellence in Health Care Newsletter Supplement, 1(4), 6.

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Wick, E. C., Galante, D. J., Hobson, D. B., Benson, A. R., Lee, K. K., Berenholtz, S. M., ... & Wu, C. L. (2015). Organizational culture changes result in improvement in patient-centered outcomes: implementation of an integrated recovery pathway for surgical patients. *Journal of the American College of Surgeons*, *221*(3), 669-677.