

Essay on situational planning strategy

[Business](#), [Customers](#)



Introduction

Community south medical center is an institution that offers services in care of patients with acute medical needs, services to the in-home nursing, the patients with neo natal needs, children ward that takes care of the children needs and residential care. Furthermore, the medical center offers services in residential care for patients, independent patients, those with in need of advanced cardiac services, the center also has a trauma center, and it has a major center that offers services for patients in need of pulmonary services and a neurosurgery center.

One of the major needs that the center strives to satisfy is the fact that it has a strong bottom line and satisfying the needs of its large population. The needs of its community are ever increasing and hence fulfilling those needs is hard and depletes their resources further (Schulz, Rockwell & Johnson, 174). The majorly identifiable weakness is that the center is located in an urban area that has a population that mainly comprises of the elderly. The older the patients become the more their problems and the problems are mainly complex that require more care. This means much more quality time has to be always spent taking care of the patients as they are older and their needs are many.

The strengths that the center boasts of is that it has made and maintained for itself an excellent reputation (Schulz, Rockwell & Johnson, 200). The center has recognition because of receiving a Baldrioge Center of Excellent Evaluation and Joint Commission approval for the high quality of services that they proudly offer. The center did recently a self-examination that indicated a decline in its level of compliance with the T. J. C standards, which

is a major threat to the great name it has made for itself. Moreover, the level of customer satisfaction has declined to 95% which does not speak too well of the center. Despite this, the center is lucky to have a plentiful supply of physicians that help around the hospital. This enables fast and efficient functioning of the center at all times. It is a great opportunity for the hospital to maintain its great legacy that it has upheld for itself for a long time.

There is a need to revise the strategic mission plan because of the weaknesses that are revealing themselves, such as the decline in the customer satisfaction, (Moseley, 207). The decline in compliance with the T. J. C compliance, the population being elderly and the decline in the number of large organizations found at the area as this mean less cash flow in the area. There is a shortage in the number of clinical staff who are available for helping treat the patients,, out of date equipment that are not as efficient as before and the infrastructure that is poor.

One of the ways for the CEO to address the issue is by trying to increase the number of clinical staff by fresh recruitment, introducing classes whereby the existing staff can go to enhance their knowledge. Auctioning out and selling some of the existing equipment and holding functions to help come up with the money that shall help in the purchase of new equipment. Develop new information systems that shall ensure smooth flow of information that shall help in fast, efficient and non-interrupted flow of information in the organization (Stahl, 102).

The leadership positions that help the center work well and efficiently include the; head of registered nurses, It manager, financial analyst, operations manager and the human resource manager. The head of the registered

nurses helps to ensure that all the nurses fulfill their work requirements on time. He or she shall ensure that the employees fulfill their duties with ease and help out where need arise. The operations manager ensures all the equipment's are in good shape and that they are functioning at their best. The equipment goes through thorough check up regularly to ensure that they do not give the wrong diagnostics. He / she ensure that the equipment's are up to date and dispose the older equipment.

The human resource manager ensures that the center has enough personnel at all the time and they receive their monthly to them on time. He ensures that the employees are motivated at all times through programs that ensure a competitive environment. The financial analysts ensure enough cash flow of money at all time. He balances the financial statements ensures that the money in the center is well spent and is within the budget that is set aside for each department. It manager ensures constant flow of information within the center. He ensures that the information is available at the disposal of the employees whenever they are in need of it. The marketing manager is in charge of ensuring that the center is known by the people that should be are in charge of the information. He ensures that that the brand remains relevant and that the customers always leave the center happy and that they shall come again (Ginter, Peter, Duncan & Swayne, 150).

The market trends that are present in the area mainly are that the customers are mostly the elderly and that any form of marketing should target the elderly. Any form of advertising should be directed to the elderly members of the community, as they are the major customers. They require a lot of care and therefore in order to appeal to them they should spend more

time with them. There are a few businesses set up that are large so there are few people who have large amounts of money to spend around. They should therefore ensure that they impose hospital charges that are favorable to the pockets of the consumers of their products (Böhm , 76). Most of the patients that come to the hospital are the elderly and hence the chances of them becoming pregnant are very slim. They should therefore spend more in developing departments that take care of elderly than on maternal care and the pediatric section of the hospital. Since most of the people of are the elderly, they should put up insurance schemes that are beneficial to them. Many changes that have taken place in the technology world (Böhm , 99). This calls for the need to spend more in the purchase of new equipment and auction out the old and worn out equipment.

Conclusion

The center has the opportunity to attract more clients by marketing their new equipment's to the customers as this speaks well of the center. Hiring more registered nurses, respiratory therapists, medical technologist will ensure that the patients are taken care of at all times. Maintaining audited accounts ensures that the account managers always account for money used in the center. This center has been set up so that it takes care of the needs of the elderly without them travelling a long distance to be treated. Patients' needs always take the forefront in the center

Work cited

Böhm, Anja. The Swot Analysis. München: GRIN Verlag, 2009. Internet resource.

Ginter, Peter M, W J. Duncan, and Linda E. Swayne. Strategic Management of Health Care Organizations. San Francisco: Jossey-Bass, 2013. Print.

Moseley, George B. Managing Health Care Business Strategy. Sudbury, Mass: Jones and Bartlett, 2009. Print.

Schulz, Rockwell, and Alton C. Johnson. Management of Hospitals and Health Services: Strategic Issues and Performance. Washington, D. C: Beard Books, 2003. Print.

Stahl, Michael J. Encyclopedia of Health Care Management. Thousand Oaks, CA [etc.: Sage, 2004. Print.