

Free banner heath essay example

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Introduction

Modernization and advancement in technology have enabled the world's health care organizations to provide better quality services. Many health care service providers have risen in the process, with majority being profit oriented. However, there are several non-profit health care organizations that are committed to serving human health care needs without incurring any profit in the process. This essay will explore the operations of "Banner Health", a national healthcare system found in more than twenty states in the US. The focus is to provide an analysis of the organization's strategies and readiness in providing better health services for citizens of all generations.

Banner Health is a well-established healthcare network system based in Phoenix, Arizona. The system is owned by Banner Healthcare organization, a

non-profit firm committed to serving the community with excellent patient care (Banner Health, 2014). The organization operates in twenty-three states in the US including California, Colorado, Alaska and Wyoming. As a non-profit firm, the organization provides subsidized quality medical services to the community. Since its inception, the Banner Healthcare group has been driven by the call to make a difference in people's lives. Banner's main income resource is charity and financial assistance forums. It is well equipped to realize its mission as any income generated is reinvested back to improve and expand programs to reach the underserved society.

In all the 23 states where it is active, the Banner Health network system operates dependently with a common vision. Through innovation and patient experience, it is the network's vision to be the leading and preferred national firm when it comes to serving the population with quality health services. This vision is future-oriented, and the aim is to demonstrate high expertise in achieving the projected objectives within a given timeframe. Banner Healthcare system has employed an operation strategic plan that in ten years' time aims to see the organization become a recognized health care institute for clinical excellence. The organization also aims at developing expertly coordinated patient care that will be disseminated by a highly qualified staff.

Banner Health Strategic Plan

A strategic plan is a process of initiating an organization's operational directions. It involves defining a strategy, identifying and allocating resources appropriately to pursue and achieve the objectives and goals of the plan. Banner Healthcare organization has not lagged behind in keeping a

close to the future of healthcare. As the human environment changes every day, the healthcare sector has to adapt to these changes to suit the emerging health needs of the society. Banner Health is well aware of this and has developed an action-plan strategy to make the network grow. The call of the firm's strategic plan is serving the society with high-quality services for the next decade. Therefore, Banner has invested abundantly in resource management, nurse staffing, patient welfare and network asset base to achieve its objective.

Network growth

As mentioned earlier, Banner Health provides services in 23 states. However, the strategic plan has identified several other regions within the United States where it can extend its network. The firm has collected information and hugely invested in different projects. For instance, the Banner Casa Grande Medical Center together with several hospital constructions in other regions provides evidence to the organization's commitments (Fried & Fottler, 2008). New medical centers under the Banner umbrella have been established in Fort Collins, East Morgan County and Ogallala. In each station, outpatient care and emergency response services are available. This has been made possible through investments of millions of dollars once again exhibiting the deep focus and commitment by the organization to provide quality healthcare to the community. A series of health mobile station servicing has also been initiated by Banner Health to make sure that all citizens are attended to regardless of their geographical locations.

Resource management

Managing resources is a skill that requires commitment. Resource management is a highly sensitive aspect that significantly determines the success of any organization. Evidently, many organizations have failed in their operations mainly because of resource mismanagement. Banner Health network enjoys a committed leadership that puts a focus on effectively implementing the organizations projects (Banner Health, 2014). Leadership entails executing key decisions in the quest to expanding the network's reach. Properly allocating resources is always an advantage to the organization one of the crucial traits of leadership is proper resource allocation. For example, for all the expansion projects undertaken by Banner Health, resource allocations have been adequately fair, and every department of the network is backed with enough resources. Much of the firm's resources have been invested in technology and innovation to make sure that patients are served through the best ways and services. Through this path, it is no doubt that Banner Health will achieve its objectives.

Nurse staffing

Healthcare service provisions have taken a new direction. Unlike the ancient days when people would only receive medical services upon visiting a health center, Banner Health has established systems to serve patients right away in their homes. This means that, the network's staff has been trained in dealing with patients in odd regions that are away from health centers. Technological advancement has boosted the implementations of such programs. Recently, Banner Health has become smart phone friendly to allow patients and the populations at large, share their experience directly

and on time with nursing staff. In addition, Banner staff are trained and have been known to execute their duties with professionalism. Various health expansion programs have put the staff updated and well equipped in term of countering new chronic diseases, and its nurses are also well equipped in providing quality services in all departments.

Patient satisfaction

Patient satisfaction is the pride of Banner Healthcare. This is well documented in the organization's mission and policies. The organization's quality report provides a way forward in terms of ensuring satisfaction of the patient care services. At every department, there are policies to make sure that patient satisfaction is met (Harrison, 2010). Communication is paramount in providing satisfactory services. Banner Health is committed to putting the opinion of patients as a priority in the provision of care. This is catered for by availing a platform where patients give feedback and suggestions on the organization's services. For example, patients participate in forums for discussing the organization's future plans. Through these initiatives, the patient's voice is heard, and their wish is implemented accordingly. This has been the one of the secrets to the success of Banner Healthcare. Patient feedback initiatives could see the organization realize more success in the next decade of operation.

Conclusion

As discussed above, it is not secret that quality healthcare is the focus of many healthcare providers currently. Health organizations are not shying away from the quest to serve the society in the best manner possible.

Banner Health has continued its care for the society with the provision of all-round health services to the community. In the strategic plan, Banner Health has outlined a patient-centered course of action to expand and serve the community with passion and dedication. The establishment of care management programs in every facility and department will not only influence the organization's success but will also help Banner Health achieve its projected strategic goals in the nearest future.

References

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