

# [Management of health programmes](https://assignbuster.com/management-of-health-programmes/)

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Management of Health Running head: MANAGEMENT OF HEALTH Management of Health Programmes: Professional Integration (SLP) Sathya Prakash Manimunda   
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
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Abstract   
  
Traditionally a physician is a petty individual businessman. Due to the market   
  
pressures of changed times the physicians are forced to integrate. In this session long   
  
project (SLP), one such successful attempt is highlighted. The changes brought about   
  
and the method adopted is narrated.   
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
Management of Health   
  
Management of Health Programmes: Professional Integration (SLP)   
  
Traditionally a physician is a petty businessman, world wide. But the individual   
  
practice in its classical nature is being replaced everywhere by various kinds of   
  
alliances due to market pressures, to increase the efficiency etc. In this session long   
  
project (SLP), one such example where a particular kind of alliance is successfully   
  
implemented is highlighted.   
  
The example which is narrated here is implemented in one of the metro city. When   
  
the corporate sector entered in large scale in to health care delivery the professional   
  
autonomy of the physician was threatened. The physician also has become one more   
  
commodity in the hands of market forces. But, it is difficult to withstand corporate   
  
giants individually. In such context, a group of child specialists, around 10-15 in   
  
number joined hands. They decided not to compete each other but to collaborate and   
  
thrive.   
  
When the child specialists of the city came under one roof they had two intentions.   
  
One, two maintain their professional autonomy and to protect themselves from the   
  
exploiting influence of corporate sector, two, in the long run to make the children's   
  
hospital technologically advanced so that health care delivery becomes competitive   
  
and efficient.   
  
In the team there were 10 child specialists and one each from pediatric   
  
subspecialties, i. e., hemato-oncology, neurology, cardiology, nephrology,   
  
neonatology, and gastro-enterology. They together borrowed loan from bank and   
  
established a 100 bedded pediatric hospital with requisite infrastructure and advanced   
  
technology. All the pediatric physicians had independent unit in the hospital and the   
  
patients had the choice to choose the doctor. As shown by Zuckerman, Kaluzny, and   
  
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Ricketts (1996) an alliance was achieved among physicians (Zuckerman, Kaluzny &   
  
Ricketts, 1996).   
  
A management board was chosen among themselves but for all practical purpose it   
  
had its own independent entity. The physician was entitled for the consultation fee of   
  
both outpatients and inpatients. The profit which came from inpatients from various   
  
sources like investigations, pharmacy etc. went into routine running and development   
  
of the hospital. The loan amount also was paid from the profit. Hence, an alliance, a   
  
closed physician hospital organization, was established between physicians and   
  
management.   
  
A decade later hospital became 200 bedded, with all facilities, even a nuclear scan.   
  
It became one of the finest pediatric hospitals in the region. The physicians were able   
  
to maintain their clinical autonomy by this professional integration. Contrary to the   
  
findings of Cuellar and Gertler (2006), the physician hospital organization improved   
  
efficiency (Cuelar & Gertler, 2006).   
  
The success story of the pediatric hospital showed, during the time of corporate   
  
monopolization it is possible to maintain clinical autonomy by professional   
  
integration and it is also possible to build an alternative to the corporatization of the   
  
health care by physician hospital organization. The present example also showed that   
  
the professional integration and physician hospital organization helped to deliver   
  
more efficient service.   
  
Highly skilled professionals like physicians can challenge the might of the capital   
  
if they co-operate and collaborate among themselves. This will serve a long way in   
  
maintaining the professional autonomy as well as the sanctity of the profession until   
  
the physicians live up to the oath of Hippocrates.   
  
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