

Analysis of an organization

Business, Management



The organization under review is Trinity Health. This is a not for profit health organization that operates approximately 86 hospitals, in 21 different states (Hernandez, 2012). It also operates long term care facilities, hospice agencies, home health institutions, and senior living communities. The headquarters of the company is in Michigan, Livonia. The company operates in states such as Connecticut, California, Alabama, Idaho, Florida, Delaware, Maryland, Michigan, New York, South Dakota, Nebraska, etc. The organization has more than 89, 000 employees, 3, 300 of them being physicians (Hernandez, 2012). The major sponsors of Trinity Health are the Catholic Church, under the auspices of the Catholic Health Ministries. This was an organization created for purposes of overseeing the management and administration of Trinity Health, and the healing ministry of the church. One of the tangible assets of the organization is the number of its employees, who are many and diverse. Trinity Health is an organization that employs more than 89, 000 people, at different hospitals and health care center operated and managed by the company. This is beneficial to the company, mainly because the people employed are diverse, and they come with different skills, experiences, and culture which may be beneficial to the company (Hernandez, 2012). Furthermore, because of this diversity in its workforce, the company manages to get the right workers, who understand the language preferences, cultural beliefs, traditions, values and health practices of the various communities that the agency serves, and hence use this knowledge to develop policies and services that would help in catering for these needs (Zuckerman, 2009).

Because of this diverse workforce, the organization will manage to be

innovative, hence develop solutions that can satisfy the needs of the community that it serves (Zuckerman, 2009). For any organization to succeed, and obtain a strategic advantage, satisfaction of the needs of its customers is the key (Moseley, 2009). In the medical and health care field, there is a constant change in the needs of customers, and this is because of the emergence of new diseases, ailments, or medical conditions (Hernandez, 2012). Therefore, the best way of efficiently diagnosing and treating these diseases is through coming up with new medical practices and solutions. It is difficult to achieve this situation without being innovative. An important intangible asset is goodwill. Because of the large size of the organization, the company has managed to create a special relationship with its suppliers (Zuckerman, 2009).

This relationship is based on respect, and of mutual benefit. This means that the hospital organization is able to get its supplies through a discounted price, thus managing to achieve its mission of offering medical services, not-for-profits. Goodwill is also seen on the relationship that the hospital organization has with its owners and sponsors (Dreher and Shapiro, 2006). The sponsor of the hospital organization is the Catholic Church. The Catholic Church is known for its concerns with the poor, and its drive of promoting good health amongst its parishioners. Its association with the Catholic Church improves the brand image of the company. A positive brand name for the hospital organization would give it a competitive edge over its rivals (Moseley, 2009). This is because it would be easier to attract patients, and acquire capital for purposes of funding its operations.

In conclusion, the tangible asset of the company, is the large number of

employees, it has, who are diverse. A diverse workforce has the capability of becoming innovative, and this is essential for purposes of developing innovative solutions that can help in catering for the needs of patients. An intangible asset that the company has is goodwill. Goodwill is an intangible asset, because it plays a role in developing a positive relationship between patients, financiers, and other stakeholders of the organization. This helps in creating a positive brand image for the company.

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