

Management strategy

Business



Management Strategy The company that I have picked for the assignment is Kaiser Permanente California. Kaiser Permanente is America's largest non-profit health maintenance organization, serving 8.1 million members in 9 states and the District of Columbia. Kaiser Permanente organizes and provides or coordinates members care, including preventive care such as baby and prenatal care, immunizations, and screening diagnostics; hospital and medical services; and pharmacy services.

There are many such organizations that are related to health and health maintenance. These are for-profit organizations as well as non-profit organizations. So naturally there is a lot of competition for Kaiser in the market. The organization's mission is to fulfill the needs of its members and to fulfill a social obligation to provide benefit for the communities in which they operate, rather than the needs of shareholders. They arrange different social benefit activities which include assistance to the uninsured and special populations; training new health professionals; introducing new delivery and financing methods into the health care arena at large. Their agency offers Kaiser Permanente Small Business Group Health Insurance and Kaiser Permanente Personal Advantage plans for individuals.

The culture of the organization is informal which helps the employees as well as the customers. They want to be available to help people at all times. Moreover, they want to provide the best services for their customers.