

Balanced scoreboards

[Health & Medicine](#), [Nursing](#)



Critique and Analysis of Balanced Scorecard West Central Hospital Critique and Analysis of Balanced Scorecard Part After carrying out a critical analysis of the hospital, it was established that its management strategies are quite acceptable. From the results, it was found out that the level and quality of communication between the nurses and the patients has been an encouraging one. In fact, on gauging patients' satisfaction, the metric score was in the ratio of 4: 5. The nurses have been critical listeners who dedicate their time to lend their ears to the patients. Because of this, there has been an effective communication that has indeed satisfied the patients.

From this data, it can be concluded that the hospital has a culture of effective interpersonal and organization communication. Given that patients show that they are satisfied with the level of communication between them and the nurses, the hospital has been concerned about communication. As part of accomplishing its goals, the management has decided to consider communication as one of the priority areas to help it in doing so (Lawrie; Kalff & Andersen, 2005). The hospital is focused on the patients because they are the ones who are considered as clients. Without them, nothing can be achieved. Therefore, by establishing a culture of effective communication, their needs will be addressed without many constraints.

However, for the higher scores, the hospital needs to make improvements in its areas of weakness. Although it has set good strategies, a lot still need to be done in order to perfect communication between the nurses and the patients. For this reason, it is suggested that it should train nurses to be critical listeners who consult their patients. Many clients complained of being ignored while making important decisions about their health. However, this is

quite discouraging because they feel neglected (Zaffron & Steve, 2009). So, for the communication process to be enhanced, the nurses should adopt the culture of consultation before giving out any prescription or treatment. Otherwise, they will be violating the principle of informed consent.

Part 2

The area that seems to be doing well, based on the balanced scorecard, is interpersonal communication. The nurses have embraced the culture of critical listening and persuasiveness. This has established a good rapport between them and the patients. The other area is about intercultural communication. Although the facility serves people from diverse cultural backgrounds, they have been made comfortable by being culturally diversified. Meaning, everyone is given a special treatment that does not go against their cultural beliefs. It is indeed a form of tolerance that has created a conducive environment for all the patients irrespective of their uniqueness.

This is a good balanced scorecard for the management of the hospital. The feedback from the patients can be useful in understanding how effective its strategies have been in the accomplishment of its short and long-term goals. Without satisfying the patients, the hospital would not be in a position of realizing any success (Lawrie & Cobbold, 2004). Therefore, to do this, deliberate steps should be taken to improve in weak areas that might derail such success. Among these is the emphasis on informed consent and use of interpreters in case of any linguistic barriers.

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