

Achieving service excellence



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Order 126819 Achieving Service Excellence Health care sector is a vast sector which meets varying needs of a huge number of people, everyday. Each and every service offered by this sector is unique in its self and involves a long chain of processes, till the final out come is achieved. Whether it is implanting new machinery, stocking of medicinal essentials, medicines or implementation of technology in any respect, it is imperative for the health care organizations to have well defined capacity utilization plans which not only meet the optimum requirements but also reduce its supply chain costs.

As a corporate health organization, Core Medicos deals with multiple clients at a time, all of which have varying demands. Meeting these demands effectively requires us to be well equipped, not only with a trained work force but also with all sorts of medical products. Right from the inventory of medicines to the fleet of ambulances, each and every product that is utilized in our services are properly monitored and well managed.

Keeping in lieu with the information technology, our management has implemented an online capacity utilization plan which keeps an updated record of all inventory, technological equipments, medicines, beds available, kitchen stock etc. The system is so designed that when ever quantity of any thing increases or decreases below the essential required level a warning email is generated and send to the concerned departments. This has been done to make sure that nothing obsolete is kept in the stocks. This system not only assists us in maintaining a streamlined control on our inventory but also helps us to evaluate and quantify the costs, benefits, risk factors etc. beforehand. This also contributes greatly towards tactful management of our fiscal policy and budgeting.

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For the success of any venture it is imperative that the masses are aware about its existence and the benefits that they can avail from it. Keeping this in mind Core Medicos follows an extensive marketing strategy using the WIIFM (What is in it for me) theory. Leveraging technology and various means our marketing experts try to make maximum communication with the masses. From electronic promotional campaigns to interactive online interfaces, we make our best efforts to reach out to maximum people and encourage their interaction with us.

Our communication with the masses is not only meant to meet promotional requirements, but is also aimed at spreading awareness about various ailments. Through our various public campaigns and online interfaces we try to guide people about basic medicinal requirements, first aid etc. and also offer tips on basic hygiene and conducting self checkups. We try and imbibe practices which are user friendly to the core to make sure that our clients feel at ease while interacting with us. This helps us in realizing our mission of eradicating ignorance about diseases and encouraging usage of preventive measure.

The present world is a technology driven world and technology has now become an integral apart of all systems. In the health sector technology plays even a more crucial role as it makes even the most complicated of surgeries and treatments a possibility. Without technology growth and development of any health organization would be retarded. Technology not only makes complicated treatments a possibility, but also insures higher success rates. To offer our clients with the best treatment option Core Medicos invests heavily in latest technology. Whether it is implementing latest computers and software for smooth functioning of our staff or using <https://assignbuster.com/achieving-service-excellence/>

latest machinery for various tests etc, we never hesitate to invest as providing high quality health services is our prime responsibility.

We have a vision of coupling technology and human expertise to offer highly reliable and effective health services. Inclusion of latest technology, along with sincere efforts of our dedicated staff contributes greatly towards realization of this vision.

Leveraging technological advancements, along with the experience of our experts not only gives us an edge over others in this sector but also helps us to enhance our operations as organization. Apart from monetary benefits and better financial results, our strategy also enables us to serve our customers in a more effective and expedite manner.

Core Medicos is well acquainted with the vastness of health sector and realizes that coordination such a varied range of services and products requires acute planning and foresight. Our management has hence directed all its energies towards imbibing and implementing strategies which effectively meet these varying requirements ensure financial growth and most important of all, enable us to provide effective solutions to all sorts of health related problems in minimum time.