



PG – 885

IV Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT

4.5.2 : Strategic Management in Health Care Setting

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer any five of the following questions. Each question carries 5 marks. (5×5=25)

1. Give an account of competition health care business.
2. Explain the significance of core competence in health care organisations.
3. What do you mean by continuous quality improvement in health care ? Explain.
4. Bring out the ISO statutory compliance.
5. Explain the uses of patient satisfaction survey.
6. Discuss the importance of accreditation.
7. Describe the new product development in health care.

SECTION – B

Answer any three of the following questions. Each question carries 10 marks. (3×10=30)

8. Explain the key success factor in health care sector.
9. Describe the competitive advances of facilities and services available.
10. Elucidate the quality management techniques applied to health care organisations.
11. Explain the accreditation process of international bodies.

P.T.O.



SECTION – C

Compulsory question.**(1×15=15)****12. Case study :**

Quality management in health care is a critical requirement for health care organizations. Making quality management patient-centric comes first. Adapting and implementing standards and tools is the next step towards this. Quality management in health care is of critical importance to the health care industry and the patient. Everyone in the loop - from physicians to practitioners to support staff - needs to be a ware of the importance of quality management in health care. Scientifically valid and clinically relevant performance measures have the potential to significantly improve the quality and efficiency of patient care across the nation. The goal in assessing performance is to create a system that promotes the best clinical standards and ensures the highest quality of patient care through transparency, accountability, and credibility. Unfortunately, lack of coordinated strategy for collecting and combining performance data and thus, lacks an effective method for pinpointing gaps in quality and efficiency across the country. Hundreds of clinical performance measures have been developed by many private and public sector groups – all without consensus among the medical community, insurers, or purchasers about how to choose criteria to prioritize clinical conditions or select the best measures for those conditions. This has created an unnecessary burden for physicians and confusion among patients. The adoption of appropriate quality-improvement strategies will, if done right, result in increased patient and physician satisfaction. We want to ensure that it is done right. We still have a lot of work to do. But through collaboration and consensus, we can help ensure that physicians deliver the best possible care to their patients.

Questions :

- a) In the light of the above observations examine the need for a common quality standard for health care organisations.
 - b) Why patient is at the center of quality management in health care ?
 - c) How to implement a common quality standard ?
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