

Role of Management Studies in Orthopaedic and Medical Practice

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Medical fraternity is growing by leaps and bound and so is Orthopedics. Gone are the days of individual practice and small setups. Today is the era of coming together. Multispecialty and super specialty hospitals are the need of hour today in metros as well as at district places also. Patients want all services under one roof and with all latest facilities. People are ready to pay if they are comfortable with facilities available to them. Medical or orthopedic practice now involves arts, commerce and science at one time. The study of management science is now need of hour for every doctor. All the branches of management science like, marketing, human resource management which includes hospital management, finance and at times production management are useful in managing the hospital properly. Information technology is now boon for every specialty. They all are required for successful management of hospital also. The success of orthopedic super specialty or multispecialty hospital depends upon the knowledge of management science of the directors (mostly doctors) and the skills of treating doctors as well. Management is not substitute to skills but it adds colors to skills and success if properly utilized. The managements starts right from beginning of setup. Selection of place, availability of infrastructure, scope for particular services in that particular area, financial status of the people, level of education and awareness of the people, all are important for success of the hospital. Now hospitals are also seen and treated as industries by government and public and all the rules and regulations of other commercial business are applicable to medical practice also. The implementation of clinical establishment act and consumer protection act and the license raj of government can only be handled by team work and use of management science for easy and smooth working of hospital is must now .if you want run the hospital which has more than 50 beds, you need to deal with almost 57 types of different agencies or offices. It is very difficult for doctors to go to every office for work to all these agencies and the help of management science is very much needed and useful .we have to employ all the specialist of management like CEO, MANAGER(HR), MANAGER (FINANCE), MANAGER(MARKETING)ETC to look after all the different departments and information technology experts for all the computer related works. Even though we need all specialist for separate departments but we can not afford to have all in the beginning due to financial constraints, so consultants can learn the art of management either by doing post graduate degrees in management like M.B. A. or related courses or they can do distant learning courses available of many universities in INDIA and ABROAD. Doctors can handle at least marketing, hospital management, information technology depts. Etc with knowledge gained and can improve the management part of hospital in better way. The burden of initial expenses can be reduced to larger extent and the knowledge of management science will not be wasted but will be useful in long run also. Doctors can give better output with knowledge of management along with their skills as they know the requirements of the hospital and patients in much better way than other graduates.

The SWOT analysis i. e. STRENGTHS, WEAKNESS, OPPORTUNITIES AND THREATS is the basic of management studies and is applicable to every establishment or project before starting and the exact analysis can give you the idea about the successful running of the project. The era of management has started and the every field of life including medical or Orthopedics field needs the management science for successful running of the hospital.

The maximum profit with minimum resources is the principal of management and customer satisfaction is the ultimate aim of management science. One can save money, energy by proper application of management science to the hospital and can increase the output with patient satisfaction as well.

Team work is the mantra of today's rapidly growing medical and orthopedic fraternity and working in stress free

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environment is the need of long running project.

There are many universities and colleges in INDIA and ABROAD for management studies. Regular as well as distant learning courses of management are available which one can do easily without disturbing the regular schedule of our busy orthopedics practice. These courses definitely change our outlook about the work and working conditions and we can serve in much better way after doing such courses or at least attending the conferences on hospital management on regular basis.

In India we have renowned institutes like Welinkars and symbiosis and many more who run all the courses of management and we can choose any one of them so that we are updated with the management issues.

The M.B.A . Course has four semesters as any other postgraduate course. First semester has eight subjects and it includes subjects like statistics, accounts, economics (micro), computer science for managers, corporate governance, ethics, environment management, communication skills etc.

The second semester has also eight subjects and includes macro economics, optimization techniques, research methodology, international environment, and management of human resources, marketing, financial management, production management etc.

The third semester includes eight subjects which includes one In plant training of 45 days with two general subjects of management like business policy and strategic management and decision support system & management information system with five subjects from your selected specialty like marketing, human resources, finance, production or information technology. For we doctors marketing or human resources is important.

The fourth semester includes again eight subjects which includes one project (thesis) and seven other subjects out of which two are from management like entrepreneurship and small business development and business legislations and other five subjects from specialty you have chosen like HR, MARKETING etc

The MBA is very useful for smooth running of hospital and the stress free life due to team effort. Even though medical practice is related with human being and humanity and social awareness and empathy is important aspect of medical practice, one can manage the hospital in much better way with the help of management knowledge utility and in turn can help people in giving best possible services and that to at affordable cost due to proper planning and utility of management science. The mantra of team work is very useful.

Finally why we doctors need to study management science?. Because we are not taught any of the management subjects in medical colleges and we are not used to all these subjects. So we need to know all these subjects before starting our carrier or practice to become successful.

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