



MASTER OF HOSPITAL ADMINISTRATION (MHA)

- Relevance & Market Demand

Dr. Assuma Beevi.T. MM.Sc (N)., Ph.D., Dip.Med.Edn., CHPE., Cert.HRM., DHM
Director, Aster MIMS Academy

Health care system globally is not static. It changes according to various factors that affect the economy and health care advancement. Contrary to the traditional belief of managing health care by medical professionals, the importance of professionals with management qualification is the need of hour especially with evolving private sector and corporate players in health care delivery. Presently, Quality of treatment and infrastructure of hospitals has changed dramatically over the years. Corporates in India are now in a position to showcase their strengths to the developing countries as well as attracting patients from abroad in large numbers. Introduction of large corporates in the area of health care has brought in recovery rates similar to those in the west leading to the concept of MEDICAL TOURISM. The entry of Third Party Assessment, Insurance Regulatory Development Authority licensing system of TPAs, ISO certification, NABH, NABL, Nursing Excellence (All from QCI) and Health Insurance in the field is the focus of attention of all concern. Because of this, the emerging concept of hospital management is to improve health system performance through outcome oriented approach as a management strategy. But unfortunately, Management as a tool for improvement in the Health and Hospital Administration is not appreciated by doctors and health professionals in the right spirit both in developed and under-developed nations. International Hospital Federation in the Health Forum Summit in August 2003 itself identified Health System performance and improvement of Internal Hospital Management as the key to improving institutional performance of health care; and also endorsed by WHO.

Corporate hospital are proliferating. Though health care costshave escalated,the commercial firms and corporate bodies are launching state of the art hospitals with latest medical technology with economic returns.

Growth of corporate hospitals with modern management concepts and skill the requirement of trained and experienced administrators to manage the hospital as an institutionbecome a necessity especially when they areCapital and technology intensive.

The increasing level of health care awareness among the people and



utilization of such services by the people from private sector make people to shop for health care. People who can buy health care resort to corporate hospitals where quality parameters and professional management system prevails.

Hospital Administrator TODAY needs to address the management challenges towards:

- ◆ Diverse context of hospitals
- ◆ Response to pressure changes
- ◆ Decentralization of authority
- ◆ Institutional Autonomy
- ◆ Increased market exposure
- ◆ Public / private relationships

It's not possible for a health care professional to take up such a management task without a proper training in this specialized areas. The profile of a hospital manager in this scenario is an executive leader for the management of the organized group of people engaged for providing health care by the hospital, makes decision and exercise control to ensure decisions are correctly communicated and implemented,



utilize men, money, material and minutes properly, follow efficient procurement, utilization, maintenance of equipment and cost benefit and cost effectiveness analysis. With this in mind, Aster MIMS Academy a venture of Aster DM Health Care, a World Leader in Health Care Industry in about 10 countries of the globe would like to train hospital management professionals.

Focus of Master of Hospital Management Programme at Aster MIMS Academy:

- ◆ Prepare Hospital management professionals in
- ◆ Overall operations & management reform of the Hospital System
- ◆ Focus on Administrative & financial issues in the hospital
- ◆ Organization design -responsive to commercial need
- ◆ Integration of Hospital Management Information system
- ◆ Quality concepts in each aspects of hospital operations

We would like to achieve these through different tools for Management Improvement through

- ◆ Financial accounting
- ◆ Costing methodologies

- ◆ Budgeting system
- ◆ Management accounting system
- ◆ Tendering & procurement systems
- ◆ Contracting & outsourcing practices

Tools for Consumer Responsiveness with excellent Clinical care processes such as

- ◆ Appropriateness evaluation protocols
- ◆ Quality control & improvement system
- ◆ Clinical audit
- ◆ Case management practices
- ◆ Clinical pathways system
- ◆ Ethics committees
- ◆ Patient safety standards



Human Relation aspects tools are Patients relations management that will take care of Privacy & confidentiality practices

Patient education practices ,Patient satisfaction surveys and Complaint handling procedures

Market demand of Hospital Management professionals

Way back to 1977-78 a workshop organised by British council , ministry of Health G.O.I at AIIMS 1977-78 recommended to initiate postgraduate degree,

diploma and certificate courses to man health institutions. In response to this many institutions have been started. But there is still dearth of qualified and properly trained management professionals in health care institutions. Recently in the year 2020, Director of Medical Education Expert committee, Trivandrum, government of Kerala also mentioned that there is dearth of qualified management professionals in health care.21st century, demand for hospital management training in on the increase due to exponent growth of corporate hospitals, and growing recognition of management professionals. We not only require postgraduates but even short term courses for working professionals are essential to man health care industry.