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Model Answer of The Basics of Hospital Management Exam (2) (DNA507A) Second Term

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Answer all the following questions:

1- Marketing is a managerial process which groups obtain what they want through exchanging services with others. **Discuss this statement by explain marketing tools , skills needs and how to improve your role to applied successful marketing.**
(15 Degrees)

- **Tool used in Assessment:**
  - **Questionnaire:**
   administered by mail, telephone
- **Interview:**
  These are the most informative way of knowing the customer reaction and gathering data . that helps companies realize what customer like about the products.
- **Observations:**
  an inexpensive way of understanding how the customers react with the product in a natural setting .
- **Consumer panel:**
   a method of gathering ongoing data from shoppers in order to gain insight into their attitudes, behavior, and purchasing habits
- **Review records**:
   Open review platforms offer full transparency and ensure consumers access only the best products and services on the market.
- **Scientific research:**
   Marketing research uses the scientific method in that data are collected and analyzed to test prior notions or hypotheses.
- **Advertising** :
The most public face in marketing include ads in newspaper magazine , journals , telephone directories ,radio and TV   **- Printed materials:**
as Agenda, matches,, telephone , stickers , and news letter

- Internet marketing:

is a form of marketing that uses the internet to deliver promotional messages to customers through digital channels such as search engines, email, websites, and social media

-Nursing Skills need for marketing

◆ **Leadership skill.**
- Making initiatives
- Calling people to action
- Thinking of creative solutions and implementing them in practice
- Turning followers into leads and leads into buyers
- Inspiring the rest of the team to follow your vision

◆ **Communication skill.**
- positive Body Language.
- Professional Language.
- Personalization.
- Accurate Information Giving.
- Transparency and Honesty.
- Persuasion.

◆ **Critical thinking skill.**

is a process of analyzing information to figure out the correct way to think, reason and make decisions, When you want to develop a new product, service or research process you can use critical thinking and creative thinking to create better solutions.

◆ **Decision making skill**
- Identify critical factors which will affect the outcome of a decision.
- Evaluate options accurately and establish priorities. ...
- Anticipate outcomes and see logical consequences. ...
- Navigate risk and uncertainty. ...
- Reason well in contexts requiring quantitative analysis.

◆ **Open mind.**

Being open-minded and forward-looking are key to launching a successful marketing journey with growth-oriented outcomes.

◆ **Experience.**

Experience Marketing can be defined as: Intentional activities

which immerse people within your brand through the stimulation of their senses, which results in a positive, emotional tie to your company.

◆ **Base of nursing knowledge.**

Nurses often use knowledge from biological sciences, such as physiology, as well as knowledge from the social sciences, such as psychology.

-**Role of Staff Nurse in Marketing**
- ◆ **Maintain ethical consideration.**
- ◆ **Maintain good communication with patient and his family.**
- ◆ **Update nursing knowledge and skills.**
- ◆ **Health education for patient and his family based on scientific knowledge.**
- ◆ **Give care to patient according to nursing care plan.**
- ◆ **Establish standard of infection control.**
- ◆ **Maintain good personal appearance.**
- ◆ **Understanding the marketing aspects of the nurses job.**
- ◆ **Creating, implementing, and evaluating patient care plans with the medical team**
- ◆ **Supervising licensed practical and vocational nurses, nursing assistants, and nursing students**
- ◆ **Assisting in medical procedures as needed**
- ◆ **Operating and monitoring medical equipment**
- ◆ **provides high-quality care to employees of a company, residents of nursing homes, or patients in a hospital.**

2-Human resource planning is the process of forecasting an organization's future demands. **Clarify this statement by discuss the objectives and the factors affecting human resource planning** **(20 Degrees)**

Objectives of human resource planning

- **Forecasting Human Resources Requirements:** HRP is essential to determine the future needs of HR in an organization. In the absence of this plan, it is very difficult to provide the right kind of people at the right time.

- **Effective Management of Change:** Proper planning is required to cope with changes in the different aspects which affect the organization. These changes need continuation of allocation/ reallocation and effective utilization of HR in organization.
- **Realizing the Organizational Goals:** In order to meet the expansion and other organizational activities the organizational HR planning is essential.
- **Promoting Employees:** HRP gives the feedback in the form of employee data which can be used in decision-making in promotional opportunities to be made available for the organization.
- **Effective Utilization of HR:** The data base will provide the useful information in identifying surplus and deficiency in human resources. The objective of HRP is to maintain and improve the organizational capacity to reach its goals by developing appropriate strategies that will result in the maximum contribution of HR.

Factors affecting human resource planning

1. **Type and Strategy of the Organization:** Type of the organization determines the production processes involve, number and type of staff needed and the supervisory and managerial personnel required. HR need is also defined by the strategic plan of organization. If the organization has a plan for organic growth, then organization need to hire additional employees.
2. **Organizational Growth Cycles and Planning:** All organizations pass through different stages of growth from the day of its inception. The stage of growth in which an organization is determines the nature and extends of HRP. Small organizations in the earlier stages of growth may not have well defined personnel planning. But as the organization enters the growth stage, they feel the need to plan its human resource.
3. **Environmental Uncertainties:** Political, social and economic changes affect all organizations and the fluctuations that are happening in these environments affect organizations drastically. Personnel planners deal with such environmental uncertainties by carefully formulating recruitment, selection, training and development policies and programs. The balance in the organization is achieved through careful succession planning, promotion channels, layoffs, flexi time, job sharing, retirement, VRS and other personnel related arrangements

4. **Time Horizons:** HR plans can be short term or long term. Short term plans span from six months to one year, while long term plans spread over three to twenty years.
5. **Type and Quality of information:** The information used to forecast personnel needs originates from a multitude of sources. The forecast depends to a large extent upon the type of information and the quality of data that is available to personnel planners.
6. **Nature of Jobs Being Filled:** Personnel planners need to be really careful with respect to the nature of the jobs being filled in the organization. Employees belonging to lower level who need very limited skills can be recruited hastily but, while hiring employees for higher posts, selection and recruitment need to be carried out with high discretion. Organization needs to anticipate vacancies far in advance as possible, to provide sufficient time to recruit suitable candidate.
7. **Outsourcing:** Several organizations outsource part of their work to outside parties in the form of subcontract. Outsourcing is a regular feature both in the public sector as well as in the private sector companies. Many of the organizations have surplus labor and hence instead of hiring more people they go for outsourcing. Outsourcing is usually done for non-critical activities. Outsourcing of non- critical activities through subcontracting determines HRP.

3- Illustrate principles of staff development and roles of nurse manager in staff development program.   **(15 Degrees)**
- **Principles of staff development:**

1-Relevance:
Provide relevant training so that employees can see the value of your development plans.

2-Timing:
Keep focused, maintain training sessions short.
Your staff can become bored &confused when supplied with too much information at one time.

3-Flexibility:
Giving employees autonomy to make decisions builds a stronger workforce.

4-Goals:
Define organization goals and devise training and staff development techniques that lead to fulfilling those goals.

5-Identifiers:

Identify the skills and characteristics of individual employees.(identify the learner).

6-Consistency:

Maintain a consistent schedule of training as part of organization culture.

Staff development should be an ongoing, integral to ensure optimal production and employee satisfaction and to be updated with new.

7-Support:

Support the staff effort which indicate a desire for self-improvement. Listen to your employees when they tell you what kind of training they need and how it will improve their performance.

8-Encouragement:

Encourage your staff to engage in staff development projects and to be involved in future plan.

9-Supply:

Supply your staff with the tools they need to be successful.
as Update computers and other equipment

10-Intervention:

When you notice a problem or conflict within your staff, just you should intervene that to make the change.

- **Roles of nurse manager in staff development:**
  - Applies adult learning principles when helping employees learn new status
    - Coaches employees readily regarding knowledge and skill deficits
    - Activity seeks out teaching opportunities
    - Uses teaching techniques that empower staff
    - Is section to the learning defects of the staff
    - Frequent assess learning needs of the unit

4- List advantages and disadvantages of shared governance.
(15 Degrees)

Shared governance advantages

☐ It fosters inclusiveness and diversity Constituents may provide a wide and diverse variety of information and ideas.

☐ It empowers nurses to use their clinical knowledge and expertise to develop, direct and sustain our own professional practice.

☐ It allows nurses to network with colleagues and to collaborate among units and departments.

☐ New ideas and approaches may be identified. It fosters they are more likely to support decisions.

☐ Managers and administrators can identify problems and prepare strategies and responses in advance of policy decisions.

Shared governance disadvantages

☐ Inefficient Consultation with constituents and consideration of alternative ideas is time- consuming and lengthens policy implementation considerably.

☐ Divisive Discussions may reveal widely divergent ideas, and that may cause conflict. Undercuts privacy and secrecy Personnel issues and policies under negotiation may be prematurely revealed.

☐ Shared governance may reveal unexpected issues that may alter plans and procedures. Arbitrary you can't include all of the people all of the time.

☐ Debates need to end sometime, and decisions must be made.

5- Policy is course of actions proposed by administrative authority to direct actions to achieve organizational goals. **Clarify this statement by:**

a- Discuss types of policies formulated in the hospital.**(15 Degrees)**

Types of policies :

     1-Personnel policies .

     2-Departmental policies .

     3-Financial policies

I. Personnel Policies:

Are concerned with all the hospital personnel and include :

A. Personnel employment policies:

     - Hiring new employees .

     - Promotion or reward of the present employees .

     - Termination of present employees .

     - Retirement .

B. Arrangement of work:

     - Hours of work .

     - Vacations , holidays , sick leaves and absences .

     - Working conditions .

C. Employees services :

     - Health care programs .

     - Social and recreational activities .

     - Safety programs .

     - Health insurance .

     - Pension .

     - Housing .

     - Reward and compensation policy .

D. Training policy :

- Purpose of training .
- Type of training needed .
- Time and place for conduction training .
- Authorized scope of training program .
- Administration and scheduling of the training program .

II. <u>Departmental policies:</u>

Are specific personnel policies that are applied only to a specific department or individual positions , e.g. nursing service department policies .

➢ Duty hours and its rotation .
➢ Reporting on and off duty .
➢ Nursing procedures .
➢ Type of uniforms .
➢ Staff education .

III. <u>Financial policies :</u>

➢ Sources of capital budget .
➢ Uses of capital budget .
➢ Protection of capital budget .
➢ Distribution of earnings .

b- Discuss measures of infection control policy in hospital.

(20 Degrees)

● **Measures of infection control policy in hospital**

Here are 10 must have infection control policies every hospital should have :

1. **Hand washing**
   ▪ Good hand washing can reduce the risk of flu food poisoning
   ▪ If using soap: Wash for 40-60sec,rub all areas with soap and use single use towel to rub dry don't forget to use a towel off the faucet and if you have to , open the door with it.
   ▪ If using alcohol rub ; use enough product to cover hands ,rub until dry
   ▪ To be more through, it may be helpful to include notes as to specify the instances and how often hands should be washed.

2. **Wear gloves**
   Similar hand washing, wearing gloves and properly disposing of them plays an important part in reducing the spread of infection. be sure to mention the following in policy:
   • Wear gloves when handling anybody related material ,including blood secretion ,excretion , membranes ,body fluid
   • Change gloves between tasks

- Properly discard gloves after completion of task and perform proper hand washing protocol

3. **Wear gown**:
   Wearing a gown is an easy way to not only ensure that your clothing lives to see another day away from the cleaners but as they can easily be removed and will help avoid the spread of infectious diseases
   - Wear gown in any distances where splashing or spraying of secretion , excretions , blood or bodily fluids must be present
   - Remove gowns as soon as possible and perform hand washing.

4. **Protect your face**
   - Our faces are portals roar infectious diseases to make their way into our bodies . this is way it is important to protect our eyes ,nose, and mouth against splashes or sprays of blood, fluids ,secretion .

5. **Prevention of needlestick injuries**
   - Just like hand washing policies are a no-brainer , this one may seem like one too .
   - However, sometimes it's good to just be reminded .
   - Being around surgical instruments and needels can be pretty dangerous as well. Having a set of policies in place outlining how to handles may be the refresher some people need to stay safe.

6. **Respiratory hygiene and cough**
   Flu season isn't the only times we should be reminding staff and patient about this policy
   Beyond covering up your nose and mouth with tissues or mask when coughing and sneezing and proper hand washing frequently , hospital should :
   - Place patients with respiratory ailments away from common areas
   - Post signs alerting people entering these areas to take extra care and remind them to perform hand washing when leaving
   - Post signs instructing those with ailments of proper hygiene
   - Make prevention tools available for staff and patients to take advantage

7. **Regular cleaning**
   - Ensure policies are in a place where common areas with infectious patients are regularly cleaned and frequency touched surfaces are disinfected once it is recognized that they have been infected.

   8.Linens

- They may seem harmless, but the truth is they could be carrying the pathogens that we have been trying so hard to avoid.
- Creating a policy where staff must wear gloves ,gowns ,and facial production when handling linens ,as well as disposing of the protective clothing immediately after use can go a long way in protecting staff from contracting an HAI.

9.Waste deposal
- Having a waste management policy in place is also a crucial procedure to ensure staff are aware of. most important, your policy should include how to properly dispose of waste that has been contaminated with blood .human tissues ,and bodily fluids safety.

10. Patient care equipment
- Often times the equipment used to care for the patient can become soiled .
- Having a policy in place where staff must clean and disinfect this equipment regularly and upon recognizing that the equipment has been soiled is another small step in right direction of infection control and prevention .
- While it's important that the right policies and procedures be implemented , it is equally important that policies are regularly promoted to maintain momentum . what's more ,having an automated process that enable staff to access policies at the point of care quickly and easily can empower staff.

GOOD LUCK