

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539285

Date:06/12/2018

Subject Name: Healthcare and Hospital Management

Time: 10.30AM to 1.30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q1. Short answer questions

14

- Euthanasia
- Epidemiology
- Artificial Intelligence in healthcare
- Tele-medicine
- Medical Transcription
- Robotics in healthcare
- PPP Model of healthcare

Q2. (a) What are the characteristics of healthcare system in India? Explain the issues and challenges faced by Indian healthcare industry? **7**

(b) Explain the historical background of healthcare industry in India? Throw some light on the current state of healthcare in India? **7**

OR

(b) How hospitals are classified in India? What are the roles played by hospitals in healthcare industry? **7**

Q3.(a) Explain the role of NGOs in healthcare industry? **7**

(b) What is hospital management? Explain each function of hospital management in detail? **7**

OR

(a) What is healthcare insurance? Also explain the medical laws as applicable to healthcare sector? **7**

(b) What is the status of infrastructure in healthcare in India? What is mode of healthcare delivery services in India? **7**

Q4 (a) What is medical ethics? State the importance of medical ethics in healthcare? **7**
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(b) Explain the importance of service quality and accreditations in healthcare? Describe in respect to NABH and Six Sigma? **7**

OR

(a) Explain the modern methods of healthcare marketing? **7**

(b) Describe the marketing communication mix for healthcare industry? **7**

Q5. Case Study **14**

Operational Improvement and Increased Patient Satisfaction at an Urgent Care Centre

A high volume urgent care clinic was experiencing a variety of challenges related to key metrics as well as patient and staff satisfaction. The clinic had 16 bed treatment spaces and was open 7 days a week, 364 days a year. The patient population included a wide range of acuities and variety of diagnostic testing and procedures.

Acute Care Solutions, an consultant firm engaged to understand the root causes of their challenges and identify recommendations for improvement. Through direct observations and data collection and analyses, the team identified the following key factors:

- Considerable variability in staff scheduling, patient flow management and staff/provider workflow
- No system to track patient flow metrics
- Site closing early based on provider workload
- Staff unaware of patient physical location, as patients were sent to the laboratory for blood and urine specimen collection
- Length of Stay over 2 hours

(a) Analyse the case with respect to hospital management functions? **7**

(b) Suggest the measures for operational improvement and patient satisfaction? **7**

OR

(a) Infrastructure management is important in hospital management? **7**

(b) "Hospital administration is not a one man task" – explain it with reference to case? **7**
