

SOM LALIT INSTITTUE OF MANAGEMENT STUDIES

Healthcare and Hospital Management (HHM) COURSE CODE 4549294

Author :Dr Supriya Bhutiani

Acron Hospitals is a hundred fifty bed multi-specialty hospital which is a dream project of a doctor couple. The husband is an orthopedic surgeon while the wife is a gynecologist. The hospital offers various treatments like cardiac, orthopedic, kidney based, ENT, pediatrics&gynaecology. Acron has two operation theatres and also has a radiology department

The hospital has five doctors on its role. One of them has an M.S degree, one has a M.D degree while the rest have MBBS degrees. The hospital hires consultants for its rest of its needs .The consultant doctors who are specialists and experts in their own fields are paid a monthly retainer fees and a per case fixed amount .the specialist are required to take two rounds-one in the mid-morning and one in the evening of their cases per day and be available on call whenever required. There are strict rules regarding the availability of consultants .the consultants are also trained in soft skills

The hospital is well known for its operative procedures, particularly hip and knee joint replacement treatments .It is also well known for providing cardiac care the target segment is mainly upper middle class.

However recently the hospital has found finds itself in a problem. The consultants that they have hired are on the verge of shifting to a competitor. The owners had series of conversations with the consultants and has discovered that the consultant s are unhappy about the rules and regulations that the hospital imposes on them. On the other hand the owners feel that these regulations are a must to ensure quality hospital care to the patients.

How will you resolve the issue?