



TITLE: STRATEGIES IN HEALTH CARE- A Short Communication

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INTRODUCTION

Health care has long turned to other industries for management strategies. These strategies can be potentially adopted to drive interventions and operational improvement which can enhance the quality and safety of care. However, prior to using such approaches, it is suggested that a necessary first step is to consider the environmental context within which the intervention will occur.¹ This article gives a brief outlook of various strategies regarding health care system.

DISCUSSION

Health care management is a complicated system, and it is argued that complexity, increasing demand and financial uncertainty, challenges the ability of health care managers and leaders to deliver on strategic objectives.^{2,3} The healthcare industry is described as one of the heaviest users of such management tools however, it could be argued that there is little evidence regarding the effectiveness of significant effort into business planning and futures thinking. There may be several reasons for this but, perhaps the health system, often described as a complex adaptive system, is approaching strategic planning to rigidly and too linear. Perhaps also, while strategic planning is an event most health executives have been involved with, the subsequent implementation of the plan has been left in limbo—referenced on occasion but for the most part ignored.⁴ Policy changes and technological advancements have changed the healthcare horizon in a big way. Few health care industries have even taken help from artificial intelligence to meet the business objective and in future days, it is going to be continued.

Hammer's thesis titled 'Strategy Development Process and Complex Adaptive Systems', began with the question—does complex adaptive systems theory enlighten the strategy development process? The focus of the research was a single Case Study Organization (CSO) being a small university in the United Kingdom (UK). Hammer noted that in the case of the university sector, complexities are caused by the increasing interactions of UK demographic trends, international market demand and supply, increased competition from existing and new areas, changes and uncertainties in government priorities and the impact that has on funding streams, student expectations and employers' needs. Hammer demonstrated that from a theoretical perspective, applying complex adaptive systems thinking over the strategic planning process may better inform the approach to strategic planning from an operational perspective.⁵

As Stewart says, if your future is assured, you don't need strategy, and neither do you need it when you are doomed. But the rest of the time (which is almost all the time), strategy seems a good investment, provided it is done openly, and within acknowledged structures of accountability.⁶ Same can be applied in health care sector too.

Defining proper goals is of utmost importance in strategy planning in health care sector, The first step in solving any problem is to define the proper goal. Efforts to reform health care have been hobbled by lack of clarity about the goal, or even by the pursuit of the wrong goal. Narrow goals

such as improving access to care, containing costs, and boosting profits have been a distraction. Access to poor care is not the objective, nor is reducing cost at the expense of quality.

The strategic agenda for moving to a high-value health care delivery system has many components. They are inter dependent and mutually reinforcing; as we can see that progress will be easiest and fastest if they are advanced together. Choosing the right location for each investment or care to public and private sector, integration of the system, expansion of geographic reach and designing a good systematic protocol which can increase the richness of the firm.⁷

CONCLUSION

Health care management has always been about strategies in the policies. Effective applications of basics in business and servicing the humanity should go hand in hand. Management can differ from place to place, yet the core thought process remains unaltered. A great human resource team has always been a success story. Be together and lead with passion, world has always been the better place to live.

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