

FIVE STAR HOSPITALS - A WAY FORWARD TO FACILITY MANAGEMENT IN HEALTH CARE INDUSTRY

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I. INTRODUCTION

The growth of the healthcare industry is to be fuelled by the rising purchasing power of the Indian middle class, which is willing to shell out more for quality healthcare that is today more available than, say 50 years ago, thanks to the involvement of the private sector in the healthcare industry and hospital management. With the kind of interest in availing of Indian healthcare services shown by other countries, the growth could be more than what has been calculated, feel industry watchers. Privatization of healthcare in India is the key to the resurgence of this sector. A Central Bureau of Health Intelligence study indicates that a majority of Indians of the middle-class and high-income groups have confidence in healthcare products and services offered by private hospitals than the government-owned healthcare agencies. On an average, private healthcare service is 60 per cent more expensive than the government-owned ones.

It is, therefore, very likely that Indian healthcare would be very close to global standards in the coming years. According to the Frost & Sullivan Indian Healthcare Industry Forecast, the

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growth of the healthcare industry will ride on the overall congenial business environment of the country in terms of tax cuts, broadening tax base and reduced interest rates on borrowing. The forecast says the introduction of product patents in India is expected to boost the industry by encouraging multinationals to launch specialized life-saving drugs. Healthcare in India, therefore, is one huge business opportunity for the future.

To make India truly a most-preferred healthcare destination in the world, the government and the private sector should join hands to invite global healthcare brands to invest in Indian facilities. Now a number of smaller health care providers are working in collaboration with the government to launch a comprehensive programme to promote medical tourism. These include putting in place an accreditation system for domestic hospitals and healthcare providers, drawing up a price band for upper specialty services offered by Indian hospitals, adoption of country – specific marketing strategies, opening of over-seas facilitation centers and tie-ups with over-seas insurance companies. Indian health care is all set to go global with a host of domestic hospital chains busy scripting Over- seas expansion plans.

Hospitals provide inpatient and outpatient services using specialized equipment. This industry doesn't include residential care facilities, outpatient care centers, or doctors' offices. Demand for hospital services is driven by demographics and advances in medical care and technology. The profitability of individual companies depends on efficient operations, since many hospitals offer similar services. Large companies have advantages in buying supplies, sharing best practices, and negotiating contracts with health insurers. Large hospitals may offer a wider variety of services. Small hospitals can compete successfully by serving a limited geographical area or offering specialized services.

The major services hospitals provide is in-patient nursing care and facilities, outpatient clinical facilities, and diagnostic laboratory services such as blood work and x-rays. On average, close to 60 per cent of hospital revenue comes from in-patient services, and 30 per cent from outpatient. Most hospitals provide general medical and surgical care, but about 20 per cent provide special services such as for psychiatric illnesses or substance abuse.

II. COMMON PHILOSOPHIES OF THE ESTABLISHMENT OF HOSPITALS:

- ❖ Investment much in broadening and deepening its facilities;
- ❖ Hospital facilities with a mix of basic care, top-clinical care and specialist top-clinical care and with this mix of services hospitals aim to offer its patients the best care close to home.
- ❖ Moment from an offer-driven to demand-driven organizations with a central position for patients and referring physicians.
- ❖ Development of innovations
- ❖ Achievement of economies of scale within a large-scale organization in which responsibilities and competences are appointed to the lowest possible level.
- ❖ Core activities on the basis of adroit and financially-sound management;
- ❖ Becoming an attractive and reliable partner for health insurers and offer accessible care facilities that are of a good quality at an affordable and competitive price;
- ❖ Being regarded as transparent organizations whose activities are clear to all internal and external community.

III. IMPORTANCE OF HOSPITAL MANAGEMENT

Hospital Management provides a direct link between healthcare facilities and those supplying the services they need. This procurement and reference resource provides a one-stop-shop for professionals and decision makers within the hospital management, healthcare and patient care industries. Hospital Management is a new theory in management faculty. Earlier a senior doctor used to perform the role of a hospital manager. However, nowadays everything demands a specialist. Almost all the things related to hospital have changed. Many categories concerning medical sciences and hospital have altered totally. There are various types of hospitals today, including ordinary hospitals, specialty hospitals and super specialty hospitals. The categories are regarding to the types of facilities they offer to the people. Eligible professionals are needed for the smooth operating of a hospital. Various courses and training programs have been developed to find out eligible hospital managers. Such professionals are well trained to solve the rising challenges and specific necessities of modern day hospitals. A hospital manager is in a way responsible for administrative dealings of the hospital. He accepts

the charge of various aspects of hospital management and health administration reverencing to the patients and healthcare.

IV. FIVE STAR HOSPITALS

It is luxury everywhere and no exception for hospital services which are facilitated with restaurants, beauty spa, Jim, mini multiplex and swimming pool which are generally the features of star hotels that makes the treatment a comfy experience.

A solemn conversation in the board room of a star hotel about the losses incurred through the maladroits of facility management is the origin for a dicision is to be taken either to convert the hotel into something else or to close down the hotel. To make the most of a bad job by utilising every infrastructural facility, an idea of renovateing the hotel into hospital is bred which shall be termed as five star hospitals. A few hotels in India have already turned into hospitals and many more to stir up in the same way. It is as similar as a certain segmentation of audience prefers watching movie in multiplex to watch the same in a normal theatre as well as the commodities that are available in any departmental stores are fancifully bought by many in big malls. The same tinge of experience leads to many to prefer five star hotels to common lodges. Applicability of the same luxurious experiences is virtually adjaceble to hospital industry these days.

Many of such categories feel that when the pain is inevitable, why it can't be had with more comforts in such a congenial and peaceful ambience. To exert a pull on this category most of the hospital industrialists develop the concept of facility management by supplementing different sophisticated luxurious comforts besides the so common technological and standardised tools and ultra modern systems of treatment. Investment on the facilities in this sector is much encouraged by the companies in merchandising services with a superior know-how. The phenomenon of "Customer is king" is evicted to be "The patient is king". In fact the enrichment to the patient is much increased by naming him as a client by many hospitals may feed the self confident of the patients.

V. EMINENCE IN FACILITIES

‘Facility management is about managing people and places to achieve best value for money by balancing between user needs and business needs to achieve optimum organizational effectiveness’.

Facilities start with a clinic which has one or two beds and a few beds more than two is called nursing home. The classification of multispecialists and super specialties will be made on the basis of service mix provided by the hospitals. And now it is time to call hospital palace when the facilities besides hospital services with luxurious comforts as like as in five star hotels. Fortis hospital in Gurgaon was constructed with 500 crores in 12 acres with a very good architecture and aeration which resembles a shopping mall. There are also certain fashion stores such as Reebok, Chickos etc. Food stores such as Coffeeday, Haldirams, Subway, Costa etc are added, for beauty purpose spa centres are set up and for the improvement of physique there are Gyms. There are also swimming pools and special division for the recreation of children where the books and toys are available. Above all a 32 seats capacitated multiplex-foriplex to view the films with hi-tech facilities is also established.

With respect to the treatment of either surgical or normal medication will be faster than any other hospitals. While hospitalisation, it would be unlike the state of being stuck to the bed for 24 hours but would be allowed to participate in many activities with brisk-walking and interaction. Five star hospitals assure that the facilities are compatible enough to feel happy. Like Fortis, there are ample chances for some more upgraded hospitals in future would be established in Pune and Mumbai. Many hotels that don't have enough business will have a chance to be diversified into hospitals. As reported by Malviya, Sivindhar the founder brothers of Fortis, in addition to the competition at national level, the quality standards matched up with international competition is much aimed at.

Not only Fortis but also some so called big giants Medhanta, Apollo, Monipal and Cloudmine has got their own USP with core competencies with which they have been named after and branded for. Unihealth from Mumbai has established a centre for cosmetic surgery which is serving clients by the transportation with a helicopter which takes the patients to Ambivally city for surgeries. A step forward by Madras institute of Orthopaedics and Traumatology

facilitates a restaurant along with beauty parlour and saloon and surprisingly there are also some temples in the hospitals to worship the God before surgeries.

Not only external environment but also the rooms allocated change the concept of a patient coming to the hospital for the treatment. Exceptional facilities such as separate rooms for visitors, centralised AC, LCD TV to every room, WIFI enabled all around the hospital, costly paintings with lovable colours, adjaceable tiles (non-movable), ultramodern water closets, kitchen having refrigerator and micro Owen and what not.

More over the servicemen and service maids are quite alert to cater the food, coffee as per as the instructions of the nutrionsist. Some rooms do have roof garden which are changed at every possible intervals with customized interiors. Generally hospital atmosphere is much associated with a aroma of phenol and medicated formulations but these use unconcentrated perfumes leads to blissful breathe. In Hyderabad, we can appreciate the efforts of children hospitals such as Rainbow, Lotus much accquipped with a lot of decoratives with toys and cartoons pasted on the walls.

Quite contrary to the traditional maternity services being provided usually by every nursing home, five star hospitals provide luxurious services with different features like signature packages and presidential suits which ofcourse cost more recalling “As the money so are the services” translated into “as the bill so are the comforts”. Most of the nursing homes allow not huge number of visitors to spend much time with patients, these five star hospital managements administer in such a way that the atmosphere resembles a carnival with all family members to spend a very good time with the mother and newly born baby.

There are special maternity services with different packages are provided to attract the patients by many hospitals. To name few are Nest of Indian hospital, Mangalore, Credit in Apollo hospitals Mamamiya in Fortis who are strategically competant with wide-ranging services with creative work in the way of treatment and reception. Some of their special services are

- Attaching the names of the parents to the rooms instead of numbers for identification.

- Arrangements of designer birth suits enriched with comfortable and fanciful models that almost resemble the same of five star hotels.
- There won't be any shifts from one room to another room because of all the laboratory tests and other amenities are provided in the room only.
- Event Management in catering sweets and party items to celebrate in the hospital only.
- Photo session of the newly born baby with professional photography is also arranged.

Having a step forward, some hospitals provide training classes to the patients about the health awareness programs, yoga classes and child psychology and also there are certain programs to the mothers how to heed their physique and health. With respect to the religion that the patients pertain to, they serve patients with the arrangements of spiritual programs. Cloud nine hospitals in Bangalore provides a diploma course in "MOTHER HOOD" so that the importance of such education is highlighted. Fathers too can attend some classes here. Ceremonial functions missed during hospitalisation are planned to be held here.

V. CONCLUSION

Prosperity of any industry is expected to be alive with its consistent expansions circumspective with consumer needs and competitive atmosphere. The Hospital industry has been organised enough to increase the pace of its services to certain sectors that expects additional servities in the way of facility management. In anticipation with the segments that are attracted to five star hotels, middle class has got all the chances to creep up in future to enjoy the hospital environment. An intentional visit to hospital is always rejected but when inevitability demands, many have the chances to opt the better, provided the cost of services is to be arranged. Further study can be taken up on how influential the five star hotels to increase the growth of Health Insurances in India.

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