

MANAGEEYIA

INITIATE, IMPROVE, INNOVATE

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THE MONTHLY
MAGAZINE FROM
DEPARTMENT OF
HOSPITAL
ADMINISTRATION

MEET THE MS INSIDE



WELCOME TO A JOURNEY OF ECSTASY



The country will soon celebrate its Independence Day. We decided not to be left behind and MANAGEYIA celebrates this by being bathed in colours of the tricolour. After all, this is one celebration, we dare not ever forget. Perhaps no other day fills us with so much love and patriotism as this day alone. The Department of Hospital Administration, SMU also has teamed up with the Department of Pathology, CRH to organise a Blood Donation Camp on the Independence Day. We request all who are willing to come forward for voluntary donation on that day and serve the country and countrymen. You can mail us or call us for any further information.

We have also acted on your suggestions and completely revamped the magazine right from the board. We are using the latest tools to deliver a high quality product to you. The magazine is hyperlinked and you can navigate to any page you like from the contents page. A high picture quality version is available but we will deliver it only on receipt of request from you by mail or call as direct download is not possible.

Now some words regarding the magazine. Few complaints have been received regarding the contents of the magazine, and I would like to clarify some misunderstandings

1. This is not intended to be a hospital management magazine but magazine of department of hospital management. It would include all subjects from our domain and of course some fun material too.

2. We are learning, there is sure to be some mistakes. We urge our readers to lead us by offering advice and solutions to our problems

3. Every product has a life cycle; we are in the very first step of our product. It is developing and we will fulfil your expectations soon.

4. A lot of hard work goes towards each issue, but we are nothing without the contributions, we request you to hand us your creations.

5. Last but not the least, we are directed by your comments. We look forward to them every time.

Feel free to mail us anytime and hope to see you in the Blood Donation Camp on 15th August 2010. Until next time, take care and Happy Independence Day.

-EDITOR

**Mail your contributions to
mhm.smu@gmail.com
or ask us to collect :
INTERCOM 450**

The photo on cover depicts Leh - Khardungla Pass Road...some 17000 Feet above sea level. It draws a similarity with our embarking on of a long uphill journey towards success... the road traversed is just a fraction of an out and out expedition. As correctly put in words by Robert Frost...
"Miles to go... before I sleep"

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LEADERSHIP QUALITIES

LAWRENCE JOSEPH. Course Coordinator. MHA. SMU

*L*eadership qualities demonstrate the

inner personality which exhibits throughout the life at work place. The following five are the leadership qualities which each one look for in a leader as a role model to follow him/her foot prints. These five qualities come from Kouzes and Posner's research into leadership that was done for the book *The Leadership Challenge*.

1.Honest vs. dishonest:- As a leader, showing people that one is honest even when it means admitting to a mistake, displays a key trait that people are looking for in their leaders. By demonstrating honesty with oneself, with one's organization and with outside organizations, one will increase his leadership influence.

2 . G o a l - oriented/Forward:-

Looking as a Leadership Trait:-The whole point of leadership is figuring out where to go from where one is now. The leader who is focused on the organization goals rather than personal goals. He should influence his subordinate and other employees towards the goal/strategy which the organization looks forward. True leader will inspire others and lead them forward.

3.Competency as a Leadership Quality:-Some people will assume one to be competent because of his leadership position, but most will have to see them demonstrate before deciding that one is competent. When people under a leadership look at some action one has

taken and think, "That just goes to show why he is the one in charge", one is demonstrating competency.

4.Inspiration as a Leadership Trait:-

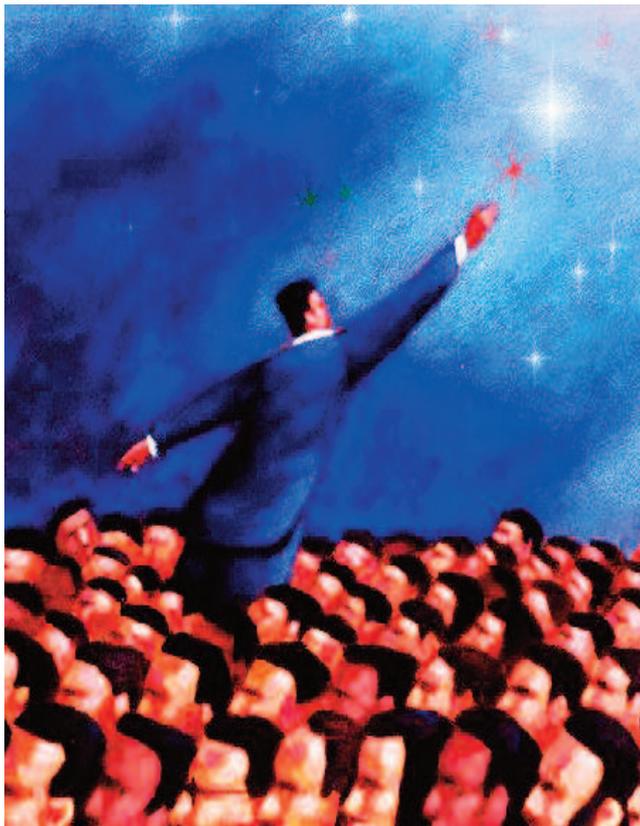
One's focus needs to be on helping others learn,not demonstrating how smart he himself is

Inspiring others is another leadership quality. People want to be inspired. In fact, everyone wish to follow an inspiring leader—even when the leader has no other qualities. Inspiring is usually just a matter of communicating clearly and with passion. Being inspiring means telling people how your organization is going to change the world.

5.Intelligence as a Leadership Trait:-To develop intelligence one needs to commit to continual learning—both formally and informally. One can demonstrate their intelligence by gently leading people toward understanding—even when one knows the answer. One's focus needs to be on helping others learn—not demonstrating how smart he himself is.

Conclusion: These are the most important traits that people look for in their leaders. By exhibiting

them on a regular basis, one will be able to grow his influence to its potential as a leader.



MEDICAL LAW IN HOSPITAL ADMINISTRATION-AN OUTLINE

Prof.A.K.SENGUPTA, MD, DPM, PGD Medical Law and Ethics (NLSUI)

1. Healthcare professional's duty is to "Care and Cure" of patients.

2. Medical law attempts to deal with a wide range of problems, such as what to do with the patients who refuse treatment or patients who are unable to consent to treatment. Medical law is not simply a set rules which can be applied to solve legal problems, because it frequently involves questions of morals whether particular actions are right things to do.

3. Law cannot make ill persons healthy, cannot cure disease, reduce sufferings or remove ailments: but it is required for the personal and public health as mentioned in Article 21 of constitution of India. Right to life covers right to health, though health is a state subject."Alma Ata" declaration (1978) "Health for all" is clear about this. Further, there are many Central legislation in public health for proper implementation.

4. Healthcare delivery system involving hospital administration and other healthcare professionals have to deliver their product to customers i.e. patients

5. Product liability is an important benchmark, as its legal consequences in Criminal, Civil and in Consumer Protection Act. 'Care and Cure' of patients along with its research com-



ponents encompass ethics. Product used in hospital includes drugs,

Product liability is an important bench-mark

blood products and bio-medical equipments, procured from manufacturers/suppliers or retailer will be with proper sale-contract since service is provided by the hospital. Respondeal Superior, a common law doctrine should always be kept in the mind of employees including physicians and consultants.

6. Managers handle recourse with his skilled manpower, keeping the interest of the organization in the fore-front; or else, medical negligence can be termed as a corporate-negligence. It encompasses medical fraud abuse and even mal-practice.

7. To sum up, information overload including legal aspects from the all corners to hospital managers must be eased to ensure productivity, with proper IT support and motivation to prevent early burn-out.

INVESTMENT MANTRA FOR NOVICES

JERUSHA JOY SHRESTHA. Finance Department. CRH

Investment has become the need of the hour these days, especially when the inflation rates are soaring high. Savings alone do not help where we only depreciate the wealth which we possess. Nevertheless Indians are a lot wiser; India's saving rates are among the highest in the world, and it still has a lot of op-

portunities for those interested to invest their savings.

AREAS OF INVESTMENT

Investment in Real Estate:

Investment in real estate is considered one of the best areas to invest. There is a lesser degree



of risk with very high returns. The price doubles in 2-3 years and gradually multiplies. So if you ever happen to get a chance to invest in this sector, the returns are rewarding.

Investment in Gold:

Gold prices hardly fall even when the stock indices fail. While making an investment in gold it is always better to buy gold with a BSI seal rather than buying jewellery because it cuts off the chances of being cheated and is also beneficial at the time of its trade.

Investment in Capital markets:

This area really pays off but can also turn one into a pauper if not monitored properly. A constant monitoring of the market is needed which also involves taking rational decisions immediately. "Buy low sell high" is said to be the fundamental.

Investing in Capital Market also depends upon the risk taking capability of an individual. A risk

avert person would invest more in debentures and a risk taking person would do so in equities as the risks are higher in equity and so are the returns. The golden rule is "Do not Panic...Don't be greedy!!!"

The financial position of the company should be studied properly through reviewing previous year's annual report. Apart from that one should update with the latest business news and the decision taken by government which can have an impact on the market. Diversification in various sectors also has to be done well to avoid risks.

Investing in a mutual fund:

Here an asset management company will pool money from many investors and invest in stocks, bonds, equity, short term money market instruments, other mutual funds, other securities, and commodities. Depending upon the performance of each company & sector, changes are made in the portfolio i.e. the companies which are not performing better will be sold off and replaced by the ones performing better and giving more returns.



BLOOD DONATION: A SELFLESS ACT

DEPARTMENT OF PATHOLOGY. SMIMS

Blood donation is an act of altruism. Efforts continue worldwide to establish and maintain sufficient number of regular, volunteer blood donors to ensure an adequate and safe blood supply. The constant concern with being able to meet the demand for blood is because of the fact that only a small percentage of the eligible population actually chooses to donate blood on a regular basis and that a significant percentage of donors are deferred temporarily or permanently because of the

strict deferral criteria continuously being added in the name of blood safety.

WHY AN INCREASED NEED FOR BLOOD???

An increased need for blood and blood components has been felt due to

1. Rise in human life expectancy.
2. Implementation of new & aggressive surgical and therapeutic methods requiring large quantities of blood and blood products.
3. Prompt diagnosis of blood disorders like tha-

lassemia, sickle-cell anemia, leukemia etc. where there is increased need for transfusion at intervals.

WHY EFFORT IS REQUIRED IN INCREASING BLOOD DONATION???

The efforts to increase blood donation has two goals:

1. Overall increase of blood units collected to ensure self-sufficiency in blood supply.
2. Conversion of replacement donors into regular voluntary donors.
3. Assure availability of safe blood.

TYPES OF DONORS AVAILABLE

- Volunteer donors-those who are motivated to donate as an act of philanthropy.
- Replacement donors-those who donate to secure blood for friends and relatives.
- Professional donors-those who donate regularly for monetary benefits.

WHO recommends that blood and blood components should only be collected from the voluntary, non-remunerated repeat donors who donate on a regular basis.

ELIGIBILITY CRITERIA FOR BLOOD DONOR

- *Age between 18-60
- *Hemoglobin -not less than 12.5g/DL
- *Pulse- between 50-100/minute with no irregularities.
- *Blood pressure- systolic 100-180mm Hg and diastolic 50-100mmHg.
- *Temperature Normal (not exceed 37.5 deg Celsius oral temperature)
- *Body weight - not less than 45 kg

FEAR ASSOCIATED WITH BLOOD DONATION!!!

Most of the fears are irrational and can be removed by proper counseling.

1. Fear of needle prick & size of needle.
2. Fear of fainting.
3. Fear of feeling weak.

4. Fear of the sight of blood.

5. Fear of developing anemia.

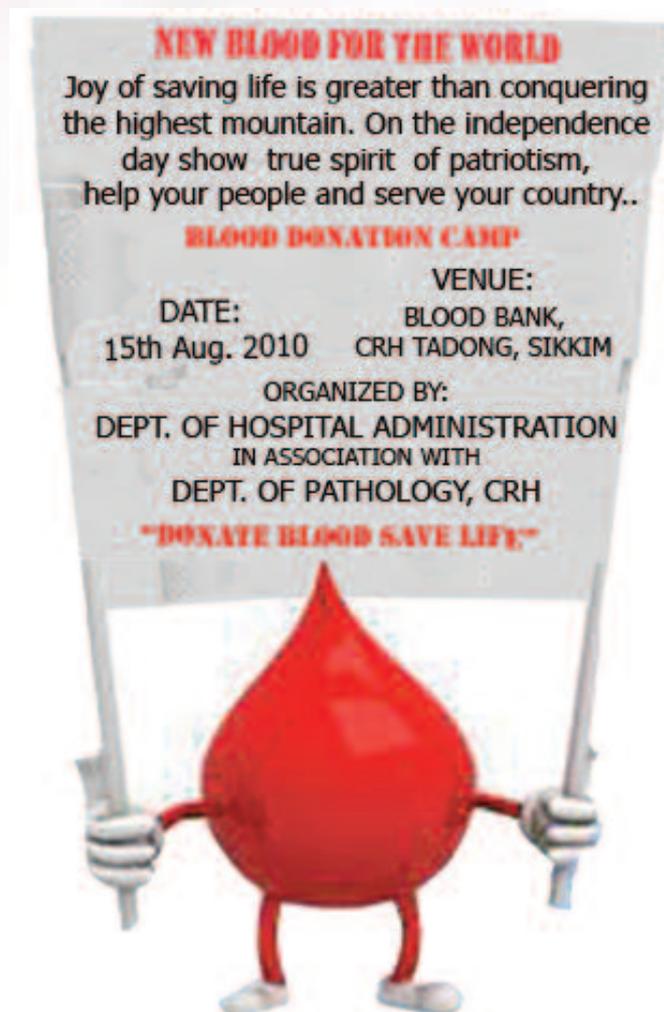
6. Fear of contracting transmissible diseases.

BENEFITS OF VOLUNTARY BLOOD DONATION

1. Donor satisfaction.
2. Future availability of blood for themselves.
3. Free blood testing.
4. Paid leave from work.

Worldwide, various agencies both governmental and self managed are engaged in promotion of voluntary blood donation. There is a constant challenge to match the demand and supply of blood and blood products. This is however not possible if there are not motivated individuals ever ready to serve humanity by donating their blood. Remember,

“DONATE BLOOD, SAVE LIFE”



MEET THE LEADERS

BIO

DR. B.K. KANUNGO (MS, CRH)
MBBS (1970) – S.C.B.Medical
College, Utkal University
MD (1978)- A.F.M.C, Pune University
Resident / Registrar – Army Medical
Corps
Lecturer / Assistant Professor-
Military Hospital, Namkum
HOD (Gynae & Obs) –SMIMS since
11th April 2005
MS CRH since last 3 year



1. What are your roles and responsibilities as an MS?

To provide quality patient care.

Assure smooth functioning of the hospital.

Welfare of medical, paramedical and non-medical staff.

Smooth arrival and departure of a patient from hospital.

“Unless one becomes a patient, one cannot understand plight of a patient”.

2. What difficulties do you face while executing your duties?

Difficulties are numerous but they act as self generated motivation.

Everyone should do their assign job.

3. What leadership skills are important for a successful hospital administrator?

One should have professional knowledge as well as administrative skills.

He may not be an expert in all field but he should be a “Jack of all trades”.

Must possess knowledge of all department.

Should be a good manager to manage everything.

4. How do you try to achieve interdepartmental coordination?

Interdepartmental coordination exists in our hospital at professional level.

It also depends upon personal communication skills, and

Urgency of the case.

5. How do you manage conflict in hospital?

Look into the matter or complaint .

Complaint may be genuine or frivolous.

If complaint found genuine after enquiry,one must take appropriate remedial measures

“Justice cannot be instant”.

5. Your message to MHA students as budding hospital administrators.

“Keep your cool”.

Administration is not easy but a very stressful and tiring job.

The modern pharmacy practice provides a dynamic pharmacy service emphasizing on the highest level of integrity, professionalism and excellence that meets the aspirations of entire community. Hospital pharmacy provides a comprehensive pharmaceutical service to the hospital. The pharmacy consists of various departments.

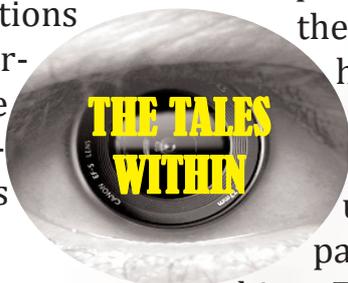
FUNCTIONS

1. Outpatient pharmacy services

Ambulatory patients in the hospital are served by outpatient pharmacies located near to the OPD. Pharmacists monitor patients' medications and ensure that each patient receives appropriate drug therapy. Pharmacy technicians fill in the prescriptions which are then counter-checked and dispensed by the pharmacists. During this process patients are offered assistance with medication-related problems; and



pharmacist provides clear and complete instructions for storage of medications. Pharmacists also counsel patients either individually or in groups on the appropriate use of medications. The purpose of this counseling is to discuss the various aspects of drug therapy and to answer any questions patients may have about



medications. Printed information about the medications being dispensed is also provided to patients to assist with the counseling process.

2. Inpatient pharmacy services

The inpatient pharmacy provides services to the wards, clinics and other units in the hospital through the unit dose dispensing system, stock top-up system and impress stock system. For the unit dose dispensing, each dose is packed individually and kept in patient bins. For discharge patients, besides dispensing, counseling service is provided. Psychotropic and dangerous drugs are also supplied to the wards and units from the ward pharmacy supply.

3. Clinical pharmacy services

a. Ward pharmacy services

Clinical pharmacist provide comprehensive patient-centered pharmaceutical care and participate in a wide range of clinical services and activities through interaction with patients, physicians and other health care team members. These services include participation in specialist rounds, extensive patient-specific medication therapy monitoring, consultation with the medical staff regarding medication related issues and provision of drug information. Clinical areas served include: Intensive care, Renal and liver transplantation, Hepatology and Hepatobiliary, Cardiology, General internal medicine, General surgery, Pediatric care, Psychiatric, Palliative plan services, Urology, Ophthalmology, Orthopedics and Otorhinolaryngology. In addition, clinical pharmacists also serve as preceptors for pharmacy clerkship and internship students.

-COURTESY DEPARTMENT OF PHARMACY. CRH
This article is first of two part series



WORLD'S MOST EXTRAORDINARY MOTHERS

Compiled by Dr. BIDITA KHANDELWAL (Prof and HOD Dept. of Medicine), SMIMS

"God could not be everywhere so he made mothers".

Here are some amazing facts about World's Most Extraordinary Mothers.

Mother of most surviving children from a single Birth (8 babies)

Nadya Denise Doud-Suleman Gutierrez gave birth to octuplets in January 2009. Her set of octuplets are only the second to be born alive in the US and they quickly surpassed the previous worldwide survival rate for a complete set of octuplets set by the Chukwu octuplets in 1998.

First Child at the age of 70 Years

After waiting more than 40 years for her first child, Rajo Devi Lohan from India gave birth in November 2008, at the age of 70.

The Mother with the Most Births (69 kids)

According to the Guinness Book of Records, history's most prolific mother was from Shuya, Russia, known only as "the wife of Feodor Vasilev" who gave birth to no less than 69 children in the 18th century, from 27 pregnancies.

World's First Male Mother

Thomas Beatie was born a woman. She had a surgery & hormone treatment 10 years ago and is now living as a man in Oregon. Beatie's 34-year-old wife, Nancy, was unable to conceive so Beatie decided to have a baby himself, through artificial insemination using donor sperm and his own egg.

World's Oldest Mother of Twins

70 year old Omkari Panwar became the oldest mother of twins. Along with her husband Charan Singh Panwar, (77), they paid for IVF treatment. The Panwars already had 2 adult daughters and 5 grandchildren, but they just wanted a son and got 2.

World's Most Prolific Surrogate Mother Surrogate mother

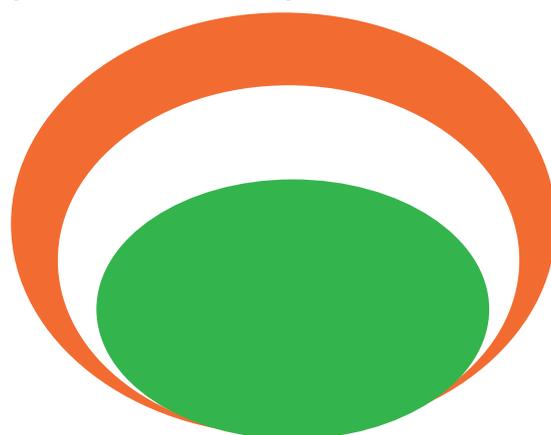
Carole Horlock, 42, has delivered 12 babies in 13 years (including triplets), setting the world record for the most prolific surrogate mother.

Mother of the World's Tiniest Baby

Mahajabeen Sheikh gave birth to Rumaisa Rahman on September 19, 2004. The baby weighed just 8.6 oz and was only 10 inches long. She replaced Madeline Mann, born in 1989, as the world's smallest baby and was born just 25 weeks and 6 days into her mother's pregnancy.

Mother with Longest Interval between kids

Elizabeth Ann Buttle had two kids, Belinda and Joseph. Belinda was born on May 19, 1956 & Joseph was born on November 20, 1997. The interval between the births of the two siblings was 41 years and 185 days!



PRIMARY EAR AND HEARING CARE FOR ALL

Dr DIGANTA Kr. DAS. Dept of ENT, SMIMS

Continued from part-1

Hearing impairment in adult

The person will have difficulty communicating with other people. He can become very lonely and feel left out. This may prevent him/her from finding a job. They should be included in the life and activities of their family and their community. These people should use signs to help them communicate. They should try to learn the local sign language

Some Causes

- Excessive Noise
- Wax
- Ear infections
- Glue ear
- Accidents
- Ototoxic drugs

Few ways of hearing loss prevention

- Treat Jaundice in a newborn
- Vaccinate
- Early treatment of ear infections
- Avoid loud noise.
- Wear protective helmets while driving motorcycles

EAR HYGIENE

- DO only use medication in your ears that has been prescribed for you
- DO use clean towels to dry your ears

- DO NOT put anything into your ear
- DO NOT try to clean your ears with hair-pins, toothpicks or anything else!
- DO NOT let any water go into your ears
- DO NOT leave cotton wool in your ears unless told to do so by a health worker

Ways people can help the children or adults who can't hear well are:

- Let the person see your face when you speak to them
- Get the person's attention before you speak to them
- Try to make sure there are no distractions – especially loud noises
- Speak clearly and more slowly
- Repeat things many times slowly
- Use gestures, drawings, pictures – point at things
- Do not over protect the person – they should be encouraged to mix with other people
- Encourage lip-reading
- Stand close to the person when you speak



Let's start from today



BE A HOSPITAL ADMINISTRATOR: A step ahead.....

Dr. PARNAB ROY. MHA 2nd YEAR. SMU.

Introduction:-

The word "hospital" comes from the Latin word "hospes" which refers to either a visitor or the host who receives the visitor. From "hospes" came the Latin "hospitalia", an apartment for strangers or guests. According to Steadman's Medical dictionary the hospital

is defined as a medical treatment facility capable of providing inpatient care. It is suitably staffed and equipped to provide diagnostic and therapeutic services, as well as the essential underneath services required to perform its assigned mission and functions.

Need for a management:-

While hospitals, by concentrating equipment,

skilled staff and other resources in one place, clearly provide significant help to patients with serious or rare health problems, hospitals also are condemned for a number of faults, some of which are widespread to the system, others which are the results of some wrong approaches to health care.

1. One criticism often expressed is the 'industrialized' nature of the care. The sky-scraping working pressures often put on the staff make worse such rushed and impersonal treatment.
2. Another considerable factor is that hospitals are in themselves hazardous places for patients. Thus, even in modern hospitals, hospital-acquired infections can be an important cause of hospital related morbidity, and sometimes mortality.

13. Increased awareness among the people about health and its possible consequences with ever increasing use of consumer protec-

tion act makes the expected level of care and patient satisfaction a primary concern.

4. Socio economic development, globalization and competitive market environment are equally responsible for the increased demand of better accessibility of the healthcare at a minimum cost and can never be compromised with the quality of service.

5. Hospitals are expensive to build and equip as well as to maintain. With the move towards newer diagnostic and treatment technologies, hospitals need an ample investment in resources and their sensible management. The challenge lies in effective planning and execution, efficient exploitation of limited resources and providing effective medical care.

This article is first in two part series.



ARE LEADERS BORN???

TSEZEN ROY.3rd Semester .BBA. SMU

"Some are born great,
Some achieve greatness,
And some have greatness thrust upon
them"-William Shakespeare

We can very well date back

theories of leadership to the era of Shakespeare. When he said the aforementioned lines in his famous play "Julius Caesar", one can relate the first line to the Trait Theory of Leadership which says that leaders are born, not made.

Through the second line, which says "Some achieve greatness"... we can relate to the Behavioral Theories of

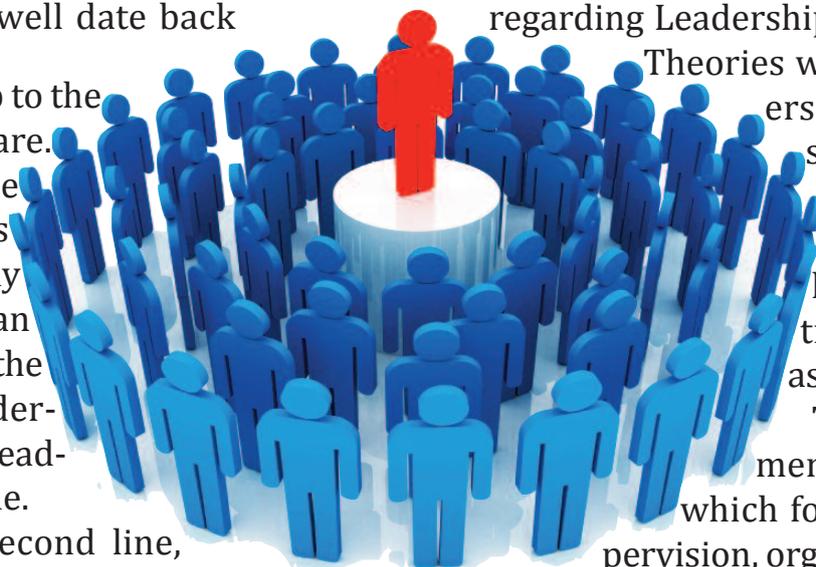
Leadership which says that leaders are made, not born.

And most interestingly the last line "And some have greatness thrust upon them"...this can be related to the greatness which is often inherited i.e. through legacies.

There have been various other theories regarding Leadership like the Contingency

Theories which say that no leadership style is best in all situations. Success depends upon a number of variables, including leadership style, qualities of the followers & aspects of the situation.

There are Management Theories as well which focus on the role of supervision, organization & group performance. There are Participative Theories



which suggest that the ideal leadership style is that which takes the input of others into account.

Thus, leadership qualities can be molded accordingly & one need not be restricted to one

IT'S SLUMBER TIME...!!!

ARPAN CHETTRI.1st Year MHA. SMU

Adequate sleep leads to a healthy living.



We cannot deny the unique benefits from good night's sleep or the adverse impact of not getting enough sleep. Short sleep not only hampers our daily routine but also leads to a decreased physical and mental performance. Sleep requirements change with life cycle. Newborns and infants need lots of sleep which is necessary for their health. During adolescence, the sleeping time get reduced but 9 hours of sleep is essential, adults need 7-9 hours of sleep although sleep patterns may change. Sleep which leads to not feeling drowsy the next day is considered an adequate sleep. Most experts recommend an average of 7-9 hours sleep per night.

The lack of sleep especially in teenagers is a matter of grave concern because it leads to difficulties in completing tasks, lack of concentration, interferes with sound decision-making, decreases their ability to be alert, attention span, problem solving, information retaining and coping with stress. Young people who chronically lack adequate sleep carry a significant risk for car accidents; tobacco and alcohol

concept in particular. Leadership is truly an art and science which may not be always explainable by a single theory.

addiction; poor impulse control and violence.

The other big consequences of not getting enough sleep are depression, suicidal thoughts, hormonal imbalance, increased cholesterol levels and obesity.

Teenagers who reported 5 or fewer hours of sleep per night are 71 % more likely to be depressed and 48 % more likely to have suicidal thoughts, compared to youngsters who slept 8 hours. "Our results are consistent with the theory that inadequate sleep is a risk factor for depression, working with other risk and protective factors through multiple possible causal pathways to the development of this mood disorder," said Dr. James E. Gangwisch of Columbia University Medical Center in New York.

"Adequate quality sleep could therefore be a preventative measure against depression and a treatment for depression."

***Dear Manageyia Team,
My heartiest congratulations on
bringing out a very refreshing
publication.***

Keep it up.

***With love and regards,
Surjit.***

***Brig (Dr) Surjit Pabla
Vice Chancellor
Sikkim Manipal Univeresity***