



MANAGE**E**YIA

INITIATE, IMPROVE, INNOVATE

THE MONTHLY MAGAZINE FROM DEPARTMENT OF MASTERS IN HOSPITAL ADMINISTRATION, SMU



WELCOME TO

A JOURNEY

OF ECSTASY

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A star's birth is of hardly of any significance in this wide universe. Millions are born and fade away every moment. The only thing that matters is its light -the difference that it makes. MANAGEYIA has been developed with the same view, not to be known as a moment but to be the eternity.

MANAGEYIA is but a small endeavor by the students of Department of MHA, SMU to make a difference. The purpose is not to impress but simply express and gather knowledge to make ourselves competent to face the increasingly competitive world. We desire to prove ourselves to no one, but ourselves.

The name, MANAGEYIA, has been derived from two root words, "maneggiare", latin for manage and "eyia", greek for health, roughly combining to manage-health. Keeping up with its name, it is mainly focused on hospital management and health issues. The articles herein acquaint the readers with hospital management and few current health topics.



MANAGEYIA is being offered as a wall magazine and an e-copy to reach out to larger audience. We will include interesting new sections and new features soon. Keep an eye for the upcoming issues.

Finally, I, wish to thank all who supported us in developing MANAGEYIA. Please keep up the support by sending in your articles, reviews and ideas. They will help us serve you better

- Editor

The Cover depicts "Sunrise on river Brahmaputra" drawing similarities between the birth of a new dawn and of a new wall magazine on the horizon, both of which would lead to a new day of knowledge and achievement

DEPARTMENT OF MHA

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MASTERS IN HOSPITAL ADMINISTRATION—A BRIEF STATEMENT

Lawrence Joseph. Course Coordinator. MHA. SMU

The Department of Masters in Hospital Administration (previously known as Masters in Hospital Management) is one of the constituent units of Sikkim Manipal University, Skilled Development Initiatives, offering two years Masters Degree in Hospital Management established in September, 2008. The college is attached to 500 bedded Central Referral Hospital, an associated teaching Hospital of Sikkim Manipal Institute of Medical Sciences that enables the students to acquire practical and clinical skills in Hospital Management. The strength of annual intake of students is 15.

Hospital administration has become one of the most lucrative careers in the fast growing field of health sector for graduates willing to serve the humanity. As health sector is booming day by day in the perspective of globalization the demand of hospital administrator has increased tremendously. A large number of private hospitals and clinics have come up all over the country. With increasing emphasis on quality of health care and patient satisfaction, there is a tremendous need for persons with a professional qualification in Hospital Management. The healthcare concept in India has undergone a tremendous change in recent years. People have become increasingly aware of the importance of healthcare and this has led to higher expectations and an increased demand for a high quality of medical care and facilities. There has been a tremendous growth in the healthcare industry in India. Today, we have

over 2.5 lakh health institutions in India — large, medium, and small. Our health system is unique as compared to other countries — there are government, private, religious, industrial, multi-national institutions and also allopathy, ayurveda, homeopathy, nature cure and other systems of healthcare. Large number of corporate hospitals, hospitals sponsored by industrial houses, multinational hospital corporations with modern technology as investments are being established. There are newer diseases, newer diagnostic technologies, day-care surgeries and particularly institutions for profit. These factors will require trained hospital administrators. This is an exciting time for healthcare administration.

For the first of its kind in the state of Sikkim, the students are pursuing their semester pattern enthusiastically. At present, students are learning through theories and with combination of practical learning's, postings in various departments for refining of their various skills and to develop interest and become skilled to be an effective and efficient administrator. Students are actively involved

in various activities, to name a few, some have done mini projects on the knowledge, practice and awareness of Bio-Medical Waste after the final assessment of their results felt the need to enhance and educate the various departmental employees and contract workers in handling the Bio-Medical waste and presented projects before the institutional heads and won their esteemed appreciations and began to prepare a regular module to train the Cen-



tral Referral Hospital personnel's specially in the field of Bio-Medical Waste. There are further plans for similar activities in the near future. The launch of departmental wall magazine is a step in this regard.

The course has taken its first baby steps towards its glorious future. We have the sup-

port and expertise of all sister institutes in attaining that dream. The sister institutes

have already started helping us by inviting our students for

summer training. A day can be foreseen when this course will become one of the premier in India. This would however need the concentrated effort of the students, faculty and the university as equal team players.

Long live Sikkim Manipal University
Long live Department of MHA

CREATIVITY AND INNOVATION

Soumyakanta Mishra. Head- HR & Operations ,SMU

"I am convinced that if the rate of change inside the institution is less than the rate of change outside the institution, the end is insight. The only question is timing of the end"

Jack Welch , GE

With the prevailing market trends of globalization, ownership for performance, increased stake holder value, discovery of new markets, upcoming IT services and business propositions etc innovation and creativity are the vital elements to save an organization from facing the decline stage of an organization or product life cycle.

It becomes a major challenge for the present era managers to handle the dynamic market and to emphasize on strategies which focus on value based management and strategy realization, grab new and upcoming markets across the globe , increase operational efficiencies , encourage organization capacity building ,etc.

While creativity is the process of generating novel ideas,

Golden Rules of

Inspiring Innovation

1. Make innovation the norm
2. Help people broaden their perspective/leave aside ego
3. Hire people from diverse expertise and functionalities
4. Abandon the crowd
5. Mix people up
6. Do not fear failure
7. Let go of your ideas
8. Fight negativity
9. Ask "What if"
10. Merge Patience and Passion
11. Outsmart your customers
12. Experiment like crazy

innovation talks of converting these novel ideas into something of value .There is a bigger responsibility on the managers for creating an environment to foster innovation and creativity through personal understanding of the process of innovation, continuous learning and study, create curiosity, flexibility and focus on strategic issues rather than operational issues.

To summarize, Peter Drucker once said *"Every organization, not just business but need another core competency Innovation."*



DOCTOR AND HOSPITAL MANAGER

Dr. Bidita Khandelwal, Prof. & HOD Medicine .SMU

In early days, senior doctors used to perform the role of a hospital manager. Heads of various departments would have substantial managerial capabilities and responsibilities. They have these qualities even today, but would

organizational climate beneficial to the growth and development of the personnel. It is a difficult, challenging, responsible and more over, a demanding job.

Professional services of trained manpower namely hos-

within a hospital. The services of these qualified professionals are required for the smooth functioning of hospitals. The services of these professionals go a long way in making the hospital more productive, profitable and comfortable for the patients.

Hospital management is one among the top ten millennium professions

prefer to devote more time to their profession without having to bother much regarding the administration.

In recent times, health care concept of the people has undergone a tremendous change which has led to higher expectations and an increased demand for high quality medical care and facilities. Here comes the importance of Health/ Hospital Management. It is the latest concept in the field of management and one of the most lucrative and important careers in the health sector. According to a recent US survey, hospital management is one among the top ten millennium professions which provides a direct link between healthcare facilities and those supplying the services they need. A career in hospital management involves ensuring effective utilization of physical and financial resources of the hospital as well as creating an

hospital administrators/managers have now become essential to manage hospitals and medical facilities. It is the hospital administrators/ managers who manage hospitals, outpatient clinics, hospices, drug-abuse treatment centres etc. They would be responsible for over-



all patient care, education, research and community health care associated with the organization, and make sure that they conform to the rules of the Hospital. These people with the help of a team of assistants look after the administrative affairs i.e. plan, coordinate and direct the delivery of health services

A Hospital Manager requires good knowledge of finance and information systems, interpretation of data, and must be able to keep up good communication with the staff of various departments, and patients. Hospital manager will be responsible for the overall organization and management of the hospital to ensure its smooth functioning with the objective of ensuring complete satisfaction.

In today's world, thinking of a hospital without a hospital manager would be like imagining a hospital without nursing staff i.e. impossible. In order that a medical professional discharges his duty effectively, the burden of looking after the administrative part should be handled by hospital manager.



STUDENTS GETTING READY FOR HEALTH CENTRE VISIT



AT SUB CENTRE, MAJITAR, SIKKIM

AT SIKKIM REHABILITATION AND DETOXIFICATION SOCIETY, NIMTAR, SIKKIM





VISIT TO "FIREBALL-09", TSONMGO LAKE



VIEW OF NEIGRIHMS, SHILLONG, MEGHALAYA



STUDENTS ON VISIT TO NEIGRIHMS, SHILLONG, MEGHALAYA

PATIENT SATISFACTION-A QUALITY CARE INDICATOR

Dr. Lakshmi Bai D. Lecturer. MHA

Hospital is an institute where medical care is given to a patient to get well soon.

In hospital medical care, service providers like doctors, nurses, technicians' etc. play a big role in patient satisfaction. Any miscommunication or disobedience leads to dissatisfaction on part of patient.

Patient satisfaction is one of the important issues in hospital as it is an indicator of quality care. If one is satisfied with the service provided, he will bring more patients to the hospital and if dissatisfied, he will spoil the image and recommend patients elsewhere.



Few criteria which brings about patient satisfaction

- **A simple smile**

In hospitals, most patients have suffering in their mind. A soft unspoken smile and gentle care greatly alleviate their suffering.

- **Communication-** In a small state like Sikkim, communication plays a vital role.

Language is the mode of talking and should not be harsh

Pleasant sign boards inform the patients about the services and reduce the time wasted in searching the rooms.

Language is the mode of talking and should not be harsh.

Patient has the right to know what has happened to him, procedures he will undergo, mode of treatment and speedy recovery. So, service provider has to provide information regarding these.

- **Cleanliness**

Different types of people visit hospitals. For the patients, looking at a clean hospital re-

duces their suffering.

- **Waiting time reduction**

By giving prior appointment, time consumed can be reduced. But in hospitals, some emergency may be present i.e. doctors or patient may arrive at odd times. This time consumption is borne by the patients. Patients need to have patience to get good service.

Next problem is due to VIP patients, relatives and staff. If they get service earlier, it will lead to more waiting time for others.

Adopting new technology helps in reducing waiting time. HIS is playing an important role in this.

- **Marketing and feedback**

People should be informed about the type of hospital, service provided, cost etc. Patient satisfaction surveys can also be done to improve quality. Usually in hospitals, inpatient feedback form is given at the day of discharge. Patient feedback form can also be kept in OPD or in the patient waiting hall.

BE A SMART MANAGER OF YOUR OWN FUND WHILE INVESTING IN MARKET

Jitendra Kumar . Finance. SMU

Look for superior and profitable growth. The company should earn at least 20 to 30% returns on its shareholders' capital. Ideally a long-term investment perspective (more than five years) allows you to participate in the company's growth. At the short end (3-6 months), share performance is driven more by market sentiment and less by company fundamentals. In the long run, the relevance of the right price diminishes.

Stock investing is a long, learning experience. Learn from your mistakes. Here is what you can do to ensure a smooth ride:

- Diversify your investments. Do not put more than 10 per cent of your corpus in one stock, even if it's a gem. On the other hand, don't have too many – they become difficult to monitor. For a passive long long-term investor, 15-20 is a healthy number.
- Research and analyze your company's performance

through quarterly results, annual reports and news articles..

- Ignore hot tips. If they really worked, we'd all be millionaires.
- Resist the temptation to buy more. Each purchase is a new investment decision. Buy only



as many shares of one company, as fits your overall allocation plan.

Regularly monitor and review your investments. Keep in touch with quarterly results announcements and update the prices on your portfolio worksheet at least once a week. This is more important during volatile times when there can be great opportunities for value

picking! It will help you to buy 1 rupees coin at 50 paise. Also, review the reasons you earlier identified for buying a stock and check whether they are still valid or there have been significant changes in your earlier assumptions and expectations. And use an annual review process to review your exposure to equity shares within your overall asset allocation and rebalance, if necessary.

When reviewing your purchase or sales decisions; do identify and learn from your mistakes. Nothing beats first-hand experience.

Let these experiences register as 'pearls of wisdom' and help you to emerge as smarter equity investor.

NEXT: Balance your Investment risk by Systematic Investment Plan (SIP)

WANT SOME CHANGE????

LET US KNOW

MAIL US AT : mhm-smu@gmail.com

CONCEPT OF TORTURE OR OPPRESSION IN MANAGEMENT AND REMEDIAL MEASURES

Dr. Pratap Chandra Sarmah, Professor & HOD of Forensic Medicine & Toxicology, SMIMS

Administration or management is a tough job where proper knowledge and strategy or tactics of uniting the different individual or groups for obtaining support and co-operation is essential for the success of the

sion of the institution. Individual entrusted for management of affairs and supervise the works should have trained up and exposed to the common problems of the organization for gaining experience. Apart from management of the institutional affairs, officer of the management department has to maintain public relation with the institution.

It is not unlikely to face the problem like torture or oppression of the employees from the management for various reasons like to obtain more service, overtime works, lack of leisure time and leave etc. The incidents of such

agement has to be strict and to use harsh words to extract the service of the employees which may result annoyance of workers. On the other hand taking advantage of holding senior posts sometimes dishonest officer may indulge in torturing the workers and subordinate employees who are very much dependant on salary or daily wage and do not desire to dissatisfy the controlling officers or influential persons. To look after the various aspects of management of the institution, officers of the managing group should be given proper training to handle the problems successfully.

Various aspects of torture or oppression on employees and workers include the followings:

Physical torture – In the form of over works, hard labour commonly affecting the poor class labour and daily wage basis worker and temporary employees. As per provision six days works in a week and not more than eight hour in a day with rest period for lunch with in duty hours. Compelling the employees to work for excess time is a form of physical torture especially for manual labour class.

This article is the first part of a two part series



organization and fulfillment of the goal. In an establishment like hospital, number of persons in different groups with specific works is employed and proper co-operation and understanding among them are utmost necessity to maintain the working environment to get service of all and for development and expansion

complaint are increasing day by day. On the other side it is not unusual to observe workers not working sincerely for the benefit of the institution or having the tendency to spend the duty hours giving superficial interest on the works or wasting time in gossiping. In such situation man-

CSSD: It is a unit of a hospital responsible for processing, sterilization and dispensing of almost all sterile items like equipments, sets and dressings in the hospital.

STERILIZATION: It is the process of making things free from microorganisms including spores.

TYPES

1. Steam under pressure-moist heat-autoclaving (physical)
2. Ethylene oxide gas (chemical)
3. Activated gluteraldehyde-Cidex (chemical)
4. Hot air oven-dry heat (physical)
5. Ionizing radiation (physical)

WORKING IN CSSD

- For test, pack weighing approximately 5-6 kg is taken.
- Test pack is placed in at the front bottom area near the loading door.
- Test pack is carried out on a weekly basis.
- The test is undertaken with every load of sterilization and the indicator sent to microbiologist for culture.
- Instruments tray is wrapped with 2 double thickness cotton wress (140-153 threads per inch).
- The instruments are soaked in tri sodium phosphate to remove blood and tissue rinse and then put in ultrasonic instrument cleaner for cycle, rinsing and drying and kept

ready for packing.

- Surgical instruments are very expensive but with careful handling and processing they



Ever wondered where the stains go ???



have an expected life of 10 years or more.

- Surgical instruments are cleaned using ultrasonic cleaner which removes soil even from hard to reach places inside by generating bubbles which implodes removing the soil.

AUTOCLAVING PROTOCOL

Water is filled in the tank to the mark.

1. Machine is turned on.
2. Pressure is allowed to reach

20 pounds in the pressure gauge.

3. Autoclave items are loaded and door closed.

4. Operating knob is turned to vacuum for five minutes.

5. Operating knob is turned to the sterile till the temperature reaches 121 degree Centigrade.

6. Items are left for half an hour after the temperature reaches 121 degree Centigrade.

7. Operating knob is turned to the fast exhaust till the pressure reaches to 0 pounds.

8. Operating knob is turned to dry for 20 minutes.

9. Machine is switched off.

— Courtesy: CSSD Staff

BREAKFAST BLISS

Ms. Rajkumari Binapani. Lecturer cum Dietitian. Department of Medicine.CRH



Eating a healthy breakfast, even a small one is a good idea. Yet many people choose to skip breakfast because they are in too much of a hurry. When one skips breakfast, he or she is likely to become tired when their brain and body run on low fuel. Skipping breakfast is also a common strategy for losing weight, but not a very smart one. Many believe that they would lose weight if they skip meals, but that is untrue. In fact, people who eat breakfast are more likely to maintain a healthy weight. Most people who skip breakfast end up overeating later in the day.

Although there is no official time for breakfast, most eat breakfast within one or two hours after waking. If one does not eat before mid morning (around 9 or 10 o'clock) one is probably skipping breakfast.

A healthy breakfast should contain proteins and fibers. Low fat meat, egg, beans and dairy products contain protein. Fiber is found in whole grains, vegetables and fruits. A

Most people who skip breakfast end up overeating later in the day

good example of a healthy breakfast might be something like a hardboiled egg, an orange or a bowl of whole grain cereal with low fat.

One should stay away from the sugary cereal, syrups, pastries, white bread as they are digested quickly while leaving you hungry and tired in a couple of hours. Protein and the fiber satisfy your hunger and make one feel full till

lunchtime.

Remember that eating a healthy breakfast is the best way to start your day. You would notice how much better you feel through the morning and the rest of the day when you do not skip breakfast.



COMING SOON

"MEET THE LEADERS"

EMPTYNEST SYNDROME

Ratul Lahkar. 1st Year MHA. SMU

Empty nest syndrome is a general feeling of loneliness that parents or guardians may feel when one or most of their children leave home. This is more common in females but can happen to males also. The marriage of a daughter or son can lead to similar feeling with the role and influences of the parents often becoming less important compared to the new spouses.

In most patriarchal societies like India, adult males derive major part of their identity as an economic being. Therefore, retirement comes as a big blow to many of the old males and it takes a lot of time for them to come to terms to the fact that their economically active life is over. Most like to avoid even thinking about it in spite of the inevitability of compulsory retirement. However, nearly 90% of the people work in informal sector where deterioration in physical strength and stamina becomes hurdle in carrying out hard physical labour and the old have to leave the job giving way to hale and hearty energetic



youth. They find themselves as spent force with enough of time resource but scarce money and energy resources.

In Indian context, elderly parents are not left alone and stay with families. Old age homes are coming up but are not very popular. Even if conflict is present, elderly want to stay with their family. Further, separation from spouse increases their vulnerability manifolds. With socio culture biases and discriminations, widowhood often brings economic and social insecurity along with emotional setback.

A strong relevant or parental band between the parent and child can make the condition worse. Empty nest syndrome has become more prevalent in modern times as the extended families are become less common than in past generation and elderly are left living by themselves.

MANAGEYIA
INITIATE, IMPROVE, INNOVATE

INSURANCE WOES

Abhijit Debnath. 1st Year MHM. SMU

Presently, healthcare is the largest and most profitable industry worldwide, with global revenue of over Rs.3.75 trillion. With increase in healthcare cost, insurance has emerged as an important player and where does our country stand in the picture.

In India, presently the health insurance exists in the form of Mediclaim policy offered to the individual or group. It is currently offered mainly by state-owned insurance companies, covering only about 2.5 million people.

Inequity is prominent in the delivery of insurance in the country, with only 3 percent of the population covered under some form of health insurance including social schemes like Employee State insurance Scheme and Central Government Health Scheme. 'No individual should fail to secure adequate medical care because of inability to pay for it' seems unreachable even after 50 years of its formulation by the Bhore Committee. The developing countries spend larger percentage of their GDP in healthcare compared to India.

In 1978, Alma Ata conference zeroed upon **HEALTH FOR ALL** where all participants affirmed to ensure health for all by the year 2000, with primary health care as their top priority. But India has a long way to go.

I MAY NOT BE THE ONE

I may not be the one, you dreamed of;

But, it's true that,

You are the one I dreamed of.

I may not be the one you are waiting for;

But, it's true that,

I will wait for you till the last breath.

I may not be the one, you love most;

But, it's true that,

You are the one I love the most.

I may not be the one you trust;

But, it's true,

You are the one I trust the most.

Words spell by me are not like the dry leaves over the ground,

which change its places with the wind;

But, the green leaves on the tree,

that never deceive its origin.

Manjit Choudhury

1st Year M.Sc (Microbiology).SMU

Indian government has been slow to understand that the opening of insurance sector in India will move individual health spending to a collective spending backed by a huge capital inflow into the health industry. The existing limited medical coverage and inefficient administration is likely to



be demolished by the increasing service efficiency. Furthermore, the intermediaries like service providers, health management organizations, preferred provider organizations and third party administrators would not only assist in increasing the coverage, but would also improve the quality of the system - the transition of health care from curative to managed care - the disease management as practiced by developed countries.