

NATURE AND CHALLENGES OF HEALTHCARE HR MANAGEMENT

Mr.C R NAGENDRAN

Research Scholar
Dept. of Life Long Learning
Bharathidasan University
Khanjamalai Campus
Tiruchirapalli
Email: cnagendhran@gmail.com

Dr.K.PARTHASARATHY

Senior Professor & Head (Retd.)
Dept. of Life Long Learning
Bharathidasan University
Khanjamalai Campus
Tiruchirapalli

ABSTRACT

In keeping with Shelley's indomitable optimism this article looks at the Nature and Challenges of Health care HR Management from the various angles of challenges scrutinizing the main features of such challenges and also prescribing practicable remedial measures. Starting with the main challenges the step by step analyses involves the current challenges, those for hospitals and medical professionals, HRM Challenges like time management, Training and development among others and finally the challenges faced by the policy makers at the national, state, and local levels.

Keywords: Challenges, Healthcare and HR management.

INTRODUCTION

The essential nature of healthcare databases being a vital component in medicine generally and more so in critical care medicine has been accurately and comprehensively shown over a period of time by many who have been analyzing this concept. The vitally important healthcare data can be utilized in a variety of ways for examining diagnostic coding in intensive care and other patients, both for local assessments or for evaluating parameters within a healthcare system, which would include specific outpatient conditions or events concerning inpatient within the hospital.(1). Maintenance and improvement of health through the prevention, diagnosis, and treatment of diseases, both acute and chronic, as also injuries and other physical and mental impairments in human beings is what comes under the purview of Health care.. Health care is generally delivered by medical and Para medical professionals in various health and allied areas

MAIN CHALLENGES

The nature of any type of activity is prone to have challenges from different quarters and healthcare, especially in India is no different. Having said that the healthcare sector faces challenges the foremost is improving health care of the population. It is a well-established phenomenon that population-wise, India is the second largest and fast growing in numbers. The Constitution of India guarantees free healthcare for all its citizens. Every government hospital is required to provide cost free healthcare facilities to the patients. Each district headquarters in most states have one or more government hospitals where everything from diagnosis to medicine is given for free. The rural areas, that are yet to gain adequate access to quality healthcare facilities, have only 2% of doctors, where 68% of the population live (Britnell 2015). It is this vast sector that has to improve in patient experience of health. Monetary implications pose a major challenge to the equitable distribution of health care. The Government as also every player on the medical platform needs to address the various options available for cost reduction. Ravindran (2017), notes that most experts agree that building on these government and public healthcare units across the nation is crucial to India's future while private insurance is probably not conducive to India's conditions. It has also been reported that lack of adequate coverage by the health care system in India means that many Indians turn to private healthcare providers, which option is generally inaccessible to the poor. To help pay for healthcare costs, insurance is available, often provided by employers, but most Indians lack health insurance, and out-of-pocket costs make up a large portion of the spending on medical treatment in India. The insurance schemes, Government run free health institutions at present are not commensurate with the huge numbers that besiege the healthcare portals. These financial pressures have to be reduced by meticulous planning and painstaking implementation.

CURRENT CHALLENGES

The society at present is technology driven. From the android phones to satellite devices and a plethora of medical equipment for diagnosis and surgery the system is riddled with gadgets that need to be powered. This speaks for uninterrupted power supply 24/7 at every point of healthcare operations – from the doctors' consulting rooms to the operation theatres, even mobile units including ambulances and even the mortuaries need Michael Faraday's discovery called electricity.

The shortages in well qualified workforce, is yet another area of challenge in the healthcare sector. This challenge is further complicated by the continuous migrations that are happening across continents and also within the country.

There is also the legal side management and its implications. Both in government and privately run hospitals there is need for proper guidelines and implementation of prescribed norms protected by written contracts and agreements. Whether it is between the government and the medical institutions or among the various stakeholders in the healthcare sector there should be strict adherence to norms and practices as laid out in black and white. In this regard, there needs to be a whole range of reforms that should be translated from the realms of paper to actual practice. This action hinges on the vital venues viz., the hospitals and other medical institutions where implementation takes place for wholesome success.

CHALLENGES FOR HOSPITALS

Providing complete healthcare comes under the urgent purview of hospitals. India has a vast health care system, but there are many differences in the quality of treatment rendered to the patients in the rural and urban areas as well as between public and private health care. Though India is a popular destination for medical tourism because of the comparatively low costs and high quality of care in private hospitals providing specialty services for diagnosis, surgery, curative and palliative remedies is an everyday challenge for the medical profession, given the vast numbers and geographic spread of this sub-continent. Providing patient care / nursing care is another sphere that poses immense challenge to the healthcare stakeholders. Longevity coupled with many a debilitating ailment as also the dual employment of men and women in various capacities has necessitated the concentration of patient care / nursing care both at home and in the hospitals. This is causing a further strain on the already workforce paucity scenario.

CHALLENGES FOR MEDICAL PROFESSIONALS

Medical professionals have the responsibility of providing care as individuals / teams for different specialties such as cardiology, nephrology, psychiatry, ophthalmology, gynecology, dermatology, dentistry, endocrinology etc., etc. Each of these specialties can be given under one roof or in different lotions spanning vast geographic areas. In the technology driven climate many medical decisions are taken online too. The specialist could be in one place and his or her team could carry out instructions via the net through a host applications like video conferencing, skype etc. Patient now have x-rays, scans and other procedures even done at one's bedside at home or in a hospital room. The medics and para medics as also technicians have to render services such as dialysis, drug treatments and rehabilitation processes both at home and in the hospitals.

CHALLENGES FOR HR MANAGEMENT

It is at this crucial juncture that HRM and its vital practices enter the healthcare scene. Human Resource Management has norms and practices galore, but paucity of space and purpose constrain the parameters to be curtailed to the most relevant.

TIME MANAGEMENT

The most crucial aspect of HRM, with regard to the healthcare sector is Time Management. Everyone knows and understands the concept of the 'Golden Hour'. This is the time gap between a patient suffering a heart attack, stroke or accident and the patient actually being given vital medical treatment. This process calls for awareness on the part of whoever is in the proximity of the victim and how much of medical procedures he or she knows. We cannot have doctors standing by at every nook and corner, but a well planned medical policy can ensure the speediest transportation of the patient to a proper medical facility. By proper medical facility it is meant that a person with a fracture should not be taken to a dermatology or gynecology institution nor should a heart attack patient be carried to a place that does not even have an Intensive Care Unit. Quick thinking with minimal verbal exchanges and fast action should be meticulously put in place. This can be achieved only when personnel and public are trained in a practical and purposeful manner.

TRAINING AND DEVELOPMENT

Another significant segment of HRM is Training and Development. Not only do HRM personnel need to be trained but also members of the general public need to be exposed to and given training in basic aspects and awareness of the healthcare sector in the country and what obtains within their specific geographic environs/ In this connection it would be relevant to bring into focus the study that highlights the willingness to pay for health care services of the rural folk. (Ramu 2016). This inclination even among the rural folk should be best utilized for imparting the much needed basis awareness and knowledge of rudimentary and essential health care parameters.

RECRUITMENT AND RETENTION

The process of recruitment if resorted to with methodic perfection will surely ensure the putting in place well qualified personnel and would also help retain the best. Of course there are other HRM norms like pay/compensation and career planning and motivation that must be mixed in the right degrees to ensure this factor of Recruitment and Retention.

OTHER HRM IMPLICATIONS

Managing diversity of HRM personnel as also their demands for quality work life and work - environment also need close attention while analyzing HRM implications. Compliance implications involving the HRM management principles and personnel as also their diverse areas of significance form a part of the repertoire of HRM practices.

CHALLENGES FOR POLICY MAKERS

Last but not the least is the challenges that faces the policy makers, be it at the national level or at the state, district or panchayath/village level. The national level policies of the healthcare sector are enshrined in the Five Year Plans that prescribe future plans and remedial measures periodically. There are other programmes such as the Health for All by 2000 and Vision by 2005 which aim at bringing healthcare policies to fruition and scrutiny.

The major areas that policy makers need to concentrate on are demographic changes, health planning and allocations, implementing innovative initiatives, HR development, safety standards and inter and intra HR Management.

CONCLUSION

Healthcare, especially in a country like India is full of gigantic challenges but there is nothing that is insurmountable if the various stakeholders act with single minded devotion and concerted effort. The sky may be grey and cloudy but let us take heart in Shelley's words: 'If winter comes can spring be far behind?'

REFERENCES

- Misset B, Nakache D, Vesin A, Darmon M, Garrouste-Orgeas M, Mourvillier B, Adrie C, Pease S, de Beauregard MAC, Goldgran-Toledano D, Métais E, Timsit JF,(2008). The Outcomerea Database Investigators Reliability of diagnostic coding in intensive care patients. Crit Care.
- Britnell, Mark;(2015). In Search of the Perfect Health System. London: Palgrave;
- Rajendran, Arvind (2017)."Private Health Insurance – A Bad Idea". India News; June 22,.