

CYGNUS

Management Insight

Hospitals

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Cygnus

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SYNOPSIS

Hospitals play a major role in the society as they provide healthcare services to patients. Increasing population and healthcare requirements and the complexity of diseases brought about radical changes in the concept of healthcare services in the country. Public healthcare system alone was unable to do justice in such a scenario. Healthcare services witnessed a tremendous growth with the entry of private multi-speciality hospitals. More and more hospitals were built to bridge the gap between demand and supply of healthcare services in a growing economy. As management of hospitals became a core issue, the demand for trained and efficient staff increased.

In view of the growth potential of corporate-managed hospitals in urban India and the requirement for hospital management knowledge base, Cygnus Research has come out with a report titled *Hospital Industry Management Insight*. The report comprises 11 chapters that cover type of hospitals, services provided, departments in hospital that perform specific responsibilities and synchronising the activities of all such departments, solid waste management and its importance, materials management for efficient inventory of drugs and other consumables, human resource requirement and most importantly branding of hospitals and brand management. The report also discusses how to set up a new hospital and provides concept of disaster management.

The report will be useful for students enrolled in various hospital management colleges, trainers engaged in training personnel in various hospitals, and management students in general who want to understand the basics of hospital management.

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