Contents

1. Public Health and its Scope **1**
What is the Scope of MPH Course? *2*

2. Emerging Trend in Healthcare **9**
Current State of Healthcare in India *10*
Growth in the Healthcare Industry *11*
Drivers of Growth for the Healthcare Sector *12*
Emerging Trends in Healthcare: Challengers and Interventions *13*
Changing Disease Trends *13*
Burden of Noncommunicable Diseases *14*
Current Infrastructure *14*
Emerging Trends in Healthcare Delivery *16*
Developments in Private Healthcare *17*
Developments in Public Healthcare *18*
Opportunities within India's Healthcare Sector *20*
Emerging Trend in Healthcare 2015 *21*
Mobile Health *22*
Consumers' Online and Offline World's Merge *22*
Social Media's Growing Importance *22*
Personalization Drivers Consumer Experience *22*
Moving Beyond Clinical Expertise *23*

3. Nursing Stations Design **24**
The Work Environment of Nurses *25*
The Nursing Station *25*

4. Laws Applicable to Medical Practices **27**
Healthcare in India *27*
Human Culture *28*
Medical Laws in India *29*
Clinical Establishment Act (2010) *41*

5. Cost of Medical Education **42**
Increase in Demand *43*
Cost of Producing an MBBS Doctor *44*
Present Scenario *45*
Studying Medicine Abroad *46*
Postgraduate Medical Education *47*

6. Hospital Project Management Victory **51**
Plan for Contingencies *51*
Get Everyone Talking *52*
Breakdown the Silos *52*
Dig Deep—do not take "no" or
"I do not know" for an Answer *53*
Respect Each Other's Strengths *53*

7. Furniture Design Features and Healthcare Outcomes **54**

8. Ignite Healthcare Management Excellence and Passion by NLP Technology **57**
Improve Personal, Professional and Healthcare Success by Neurolinguistic Programming (NLP) *57*
Why use Neurolinguistic Programming in Healthcare? *58*
Neurolinguistic Programming Concept *59*
What is Neurolinguistic Programming? *59*
How to use Neurolinguistic Programming? *61*
Set of Skills that you will Learn and Apply *61*
Personal Benefits *61*
Professional Benefits *62*
Vocabularies in Neurolinguistic Programming *63*
Key Presuppositions in NLP: Beliefs of Excellence *64*
Applications of NLP in Administration *64*
Core Benefits of Learning NIP in Healthcare *64*
Productivity Benefits *65*
Organizational Benefits *65*
Sensory Awareness Benefits *66*
Benefits Specifically for Business *67*
Language of Influence Benefits *67*
Neurolinguistic Programming in Healthcare Education *67*

9. Principles of Medical Ethics **69**
Origins of Medical Ethics *69*
Principles of Medical Ethics *74*
Differences between Ethics and Legality *75*
Turning to Ethical Guideposts and Guidelines *76*
Moving Medicine Forward *79*
Patient Rights *82*
Emergency Room Ethics *82*

10. Medical Tourism: India the Global Healthcare Destination 85
India: Untapped Potential in the Medical Tourism Market *85*
Medical Tourism Advantage in India *87*
Care of India *88*
Incredible India *89*
Visa Information *91*

11. Third Party Administrator Management is Knowledge Management 93
Implications of Third Party Administrator *93*
Functioning of Third Party Administrator *95*
IRDA Regulations *95*

12. Power of Six Sigma in Hospital and Healthcare Management 107
What is Six Sigma? *107*
Features *108*
How and when to Use It? *108*
Phases of Six Sigma *109*
Training Centers for Six Sigma *109*
Main Players *110*
Formula of Six Sigma *111*

13. NABH, JCI: The Turning Point of Healthcare Quality System 113
Materials and Methods *114*
Results and Analysis *116*
Discussion *117*
NABH: The Turning Point of Healthcare Quality System 119
Tools used for making NABH Popular *123*
Initiative by Government of Gujarat for NABH *124*
Introduction to NABH *126*
NABH Provides Accreditation to Healthcare Setups *126*
NABH Structure *127*
NABH Secretariat *128*
Organizational Structure *128*
Hospital Accreditation *128*
NABH Standards *129*
Assessment Criteria *130*
Preparing for NABH Accreditation *130*

NABH Accreditation Procedure *130*
Benefits of Accreditation *133*
Joint Commission International (JCI) in Indian Healthcare 135
India Friendly *136*
About Joint Commission International *138*
History of Continual Improvement by Joint Commission International *140*
JCIs Relationship to the Joint Commission *141*
Benefits to Indian Hospitals Once they get JCI Accreditation *141*
Accreditation: The Value Equation *148*
World-class via Accreditations *148*
Accreditations: Reshaping Indian Healthcare *149*
The Accreditation Process *150*
Chapters in Joint Commission International Accreditation *150*
Affordability *152*
The Future *153*

14. Six Sigma Concept in Healthcare 154
What is Six Sigma? *158*
Methods *159*
DMAIC *159*
DMADV *159*
Six Steps to Six Sigma *161*
Six Sigma *162*
Six Sigma and Healthcare *165*
Six Sigma in Healthcare *167*
Success Stories of Six Sigma *168*
Prerequisites of Six Sigma *168*
The Red Cross Hospital Case Study *169*
Quality Tools *171*
Quality Terms *172*
MINITAB *172*
Basic Concept and Most Frequently used Formula's in Six Sigma *174*
Defects per Unit (DPU) *177*
Defects per Million Opportunities (DPMO) *178*
Binomial Distribution *181*
Poisson Distribution *184*
T-Distribution *185*
Hypothesis Testing *187*
Chi-Square Distribution *189*

F-Table *197*
Design for Six Sigma (DFSS) *198*
Hypothesis Testing and Parametric *199*

15. Power of Six Sigma in HR Management 202
Improve your HR Excellence with Six Sigma *202*
Role of Six Sigma in Human Resource Management *202*
Six Sigma Process *203*
How is Six Sigma Different? *204*
Definition of Six Sigma *204*
Steps to Implement Six Sigma in HR *204*
Steps in Six Sigma Methodology (DMAIC) *204*
Critical Success Factors for the Six Sigma *205*
Rewards and Recognition in Six Sigma *206*
How to Create a Six Sigma Culture *207*
Change Management and Communications *207*

16. High Altitude Medical Services 212
Effects of High Altitude on Human Beings *213*
Altitude Sickness *216*
Death Zone *219*
Prevention *220*
Medical Treatment *221*
Altitude Training *224*
Mountaineering *227*
Shelter *228*
Hazards *230*
Weather *233*

17. IVF Management 235
Categories of Infertility Care Units *235*
The Project Report of *in Vitro* Fertilization *236*
Area and Plan Layout *242*
Floor Plan *245*
The Staff *251*
Salary Structure of Staff *253*
Equipment *254*
Marketing *263*
Time Frame *264*
The Future Perspective *264*

18. Electronic Medical Records **265**
Assessing Return on Investment *268*
Security Return on Investment *268*
Other Areas for Return on Investment *268*
Benefits of Electronic Medical Records *269*
EMR and Clinical Trial *271*
Electronic Medical Record Versus Paper Medical Record *271*
Quality *275*
An Electronic Health Record is not a Simple
Replacement of the Paper Record *277*
Long-term Preservation and Storage of Records *286*
Challenges in Implementing EMR *286*

19. Green Buildings in Healthcare **288**
What is LEED? *288*
LEED Rating System *289*
LEED India *291*

20. Hospital Architecture: Importance and Management **296**
Planning Public Spaces for Healthcare Facilities *297*
Operation Theater Complex *299*
The Authority for Standardization *306*

21. Knowledge Process Outsourcing: The Next Big Opportunity in Healthcare **308**
India: Preferred Destination *308*
Buyers of Healthcare KPO Services *308*
KPO Services in Healthcare *309*
KPO in Medical Transcription *309*
KPO in Medical Coding *309*
Key Benefits *311*
Road Ahead *312*

22. Opportunities in Healthcare Administration and Alternative Therapies **313**
Concept of Hospital Administration and Management *314*
Hospital Administration in a Nutshell *315*
Uniqueness of the Hospital Administration *316*
Future Trends in Hospital and Healthcare Management *316*
How to Serve Hospital and Healthcare with Power and Status? *317*
Healthcare Administration: Career Overview *319*

Education and Training *320*
Areas of Specialization *320*
Career Prospects *320*
Money Matters! *321*
Some Top Recruiters *321*
Educational Institutions *322*
Suggested Hospital and Healthcare Management Journal/Newspaper/Magazines *326*
India's Major Hospital and Healthcare Consultancy Firms *326*
Useful Indian Healthcare Sites *327*
***Management of Alternative Therapies* 330**
Alternative Therapies Guidance *337*
Prevalence of Use of Specific Therapies *349*
In Palliative Care *350*
Potential Side Effects *350*
Instructions to Patients *351*

23. Entrepreneurship in Healthcare 352
Setting Goals *352*
How Important is Hands on Experience for a Start-up? *354*
Steps *357*
Tips for Internal Consultancy *361*
Internal Consultancy Skills Case Study *364*
Toolkit *366*
The Consultancy Process *367*
What all Clients want? *367*
Working with Clients *371*
What it Feels Like to be a Buyer? *373*
Case *375*
Division *376*
Journey of the Customer: Analysis *378*
Journey of the Customer: Diagnosis *379*
Delivering Projects *380*
Summary of the Project Approach *380*
Project Planning *382*
Managing Projects *385*
Success in Project Management *389*
Team Focus *391*
Team Roles *392*
Control Distractions *397*

Critical Examination *401*
Styles of Influencing *403*
Interpretation of Scores *408*
Political Resources: Inventory *408*
Negotiating Overview *411*
Preparation *414*
Presentations: Preparation *420*
Chairing Meetings *425*
Keeping Control *428*
Discussing Each Item *428*
Encouraging Participation *429*
Summarizing and Closure *429*
Team Consensus Decision Rule *430*

24. Postgraduate Medical Education Management 432

25. Business Models in Clinical Research Management 439
Meaning of Business Model *439*
Business Model in Clinical Research *440*
Types of Business Models *441*

26. Paramedical and Its Scope in Healthcare 452
Paramedical Sciences: Courses with Great Scope *452*
Paramedical: The Backbone of Medical Science *453*
Current Role of Paramedical *455*
Facts and Figures: Paramedicals *456*
Opportunities for Paramedicals *456*

27. Plan for a Start-up Business 460
Sample Business Plan 461
General Company Description *461*
Products and Services *462*
Marketing Plan *462*
Operational Plan *468*
Management and Organization *472*
Personal Financial Statement *472*
Start-up Expenses and Capitalization *472*
Financial Plan *473*
Appendices *475*
Refining the Plan *476*

28. Healthcare Management Consultancy Services 481
Good Management *482*
What is a Consultant? *486*
Being a Consultant is being in Business *490*
Tips for Internal Consultancy *491*
Toolkit *497*
Medical Practice in Today's Scenario *505*
Medical Negligence *505*
Consumer Forums *506*
Service Offered *506*
Criminal Negligence Cases and Its Reasons *508*
What is the Main Difference between Civil and Criminal Law? *509*

Annexure *515*

Glossary *523*

Index *541*