



DR.N.G.P ARTS AND SCIENCE COLLEGE

COIMBATORE - 641 048

Approved by the Government of Tamil Nadu & Recognized by UGC and Accredited by NAAC



Editorial Board

Chief Patrons:

Dr.Nalla.G.Palananiswami
Chairman

Dr.Thavamani, D.Palaniswami
Secretary

Advisor

Dr.P.R.Muthuswamy
Principal

Editor:

Mr.A.Sunil Franklin
Head- Department of Hospital
Administration

Sub Editor:

Ms.Anitha.P
Assistant Professor

Faculty Team:

Ms.D. Malleeswari - Asst. Prof
DR.V.P. Saranya - Asst. Prof
Ms. Neha. C - Asst. Prof

Department of Hospital Administration

News Letter 2014- 2015

Editorial Talk

A.Sunil Franklin

Head - Department of Hospital Administration
Dr. N.G.P. Arts and Science College
Coimbatore – 48

Doctors, Nurses and other Health Care Staff have enough to do at medical facilities by diagnosing and treating medical conditions. But unless they tend to excel in administrative details such as marketing, accounting or budgeting, their health care enterprises cannot succeed. Health care managers and administrators handle the business end of the medical profession by performing several duties. In Hospitals, Administrators with experience not only work independently but can initiate projects. They also manage subordinate administrative staff. They hire, train, and monitor staff and secretaries, assign schedules and tasks, and develop goals as well as strategies for reaching those goals. They consult with department heads and medical staff on their administrative needs, take care of maintaining and repairing their physical facilities, and represent their organizations at investor meetings or governing boards. They also handle finances, such as creating budgets, calculating and issuing patient bills, and negotiating insurance claims.

It gives me immense pleasure and delight to introduce this latest issue of Newsletter 2014-2015. Activities and achievements by the staff and students are the real success of the Departments ongoing Quality programmes. This Newsletters report is a collective of dedicated and hard work of all the faculty and students' involvement and commitment.



**Building Health care
with Public Private
Partnership**

PUBLIC PRIVATE PARTNERSHIPS IN HEALTHCARE

Submitted by: S. Sasirekha & R. Krishnakumar II. M.Sc. Hospital Administration

Introduction :

India's economic progress has brought with it some resultant improvement in basic healthcare system. With focus on primary healthcare in the past in India, the life expectancy and mortality ratios have improved over the years. In today's world in health where constantly rising prices, changing disease patterns, and increasing use of sophisticated technology for diagnosis and treatment have made it virtually impossible to imagine any single organization providing services without some type of institutional partnership. These partnerships may take many forms, ranging from global partnerships between multinational companies and multilateral donors to local partnerships between private physicians and government clinics. The partners too may vary from private - for - profit companies, not - for - profit organizations, governments, donor organizations, to community groups.

PPP - A Base for Future Healthcare Success :

Governments today rely on the private sector for pharmaceuticals and equipment, and increasingly contract with private organizations for training, IEC development, and often for direct service delivery in areas where the government does not provide services. The key to success in PPP initiatives lies in effective management of the public sector and private player interests across different stakeholder roles. PPP need upfront clarity and have to be kept in mind by concerned parties before initiating PPP projects in healthcare. Factors for successful Public Private Partnerships in the Healthcare Sector include Legal and regulatory framework, Transparency and Accountability, Suitable Public policies, Commitment to Public Good, Common Understanding, Sharing of Resources and Consumer participation, The dimensions on which the success of the PPP depends are Scope, Partners, Level of commitment and the Type of objective of the service provider and the end user- The common public.

Conclusion :

Public-private partnerships play a critical role in improving the performance of health care systems worldwide, bringing together the best characteristics of the public and private sectors to improve efficiency, quality, innovation, and health impact of both private and public systems. There is an air of optimism surrounding PPPs in India. Used judiciously and fitted to local circumstances, PPP clearly has the potential to drastically change the healthcare landscape in India.

Details of Guest Lectures organized

- Guest Lecture on **“Clinical Research”** by DR.Manisenthil Kumar, Professor and Head, Department of Pharmacology, KMCH College of Pharmacy, Coimbatore was organised on 20th June 2014.



- Guest Lecture on **“Clinical Services at KMCH”** by Dr.Kumaran, Dean, Kovai Medical Center and Hospital, Coimbatore was organised on 27th June 2014



- Guest Lecture on **“Funding Agencies for Students”** by DR.Geetha Ramani, Associate Professor, Department of Microbiology and Coordinator – Centre for Research, Dr.N.G.P Arts and



Science College, Coimbatore was organised on 25th July 2014.

- Guest Lecture on **“HR Planning in Hospitals”** by DR.T.Jayakumar, Manager – HR, Kovai Medical Center and Hospital, Coimbatore was organised on 1st August 2014



- Guest Lecture on **“Talent Analytics in Health Care”** by DR.P.R.Muthuswamy, Principal, Dr.N.G.P Arts and Science College, Coimbatore was organised on 13th August 2014.



- Guest Lecture on **“Secret of Success in Hospital Projects & Management”** by Mr.V.Krishnakumar, ARMC IVF, CEO, Kozhikode, Kerala was organized on 31st Oct 2014.



- Guest Lecture on **“Infection Control in Hospitals”** by Mrs.Krishnan Chellammal, Chief Nursing Officer, Kovai Medical Center and Hospital, Coimbatore was organised on 10th March 2015.



- Guest Lecture on **“Human Resource – Key Factor for any Successful Healthcare Organisation”** by Mrs.Uma Priya.R, Manager – HR and Patient Care, Aravind Eye Hospital, Coimbatore was organised on 17th March 2015.



- Guest Lecture on **“Personality”** by Mrs.Managaleshwari Manjari.N, Clinical Psychologist, Kovai Medical Center and Hospital, Coimbatore was organised on 18th March 2015



- Guest Lecture on **“Role of Administrator in Nuclear Medicine”** by Mr.Radhakrishnan.E.R, Chief Technologist – Nuclear Medicine & RSO - II, Kovai Medical Center and Hospital, Coimbatore was organised on 19th March 2015



- Guest Lecture on **“Infection Control – Role of CSSD”** by Mr.Jayanathan, Manager -CSSD, Kovai Medical Center and Hospital, Coimbatore was organised on 20th March 2015.



Health Administrators Meet - Alumni Meeting

“The Health Administrators Meet (Alumni Meet)” was organised on 13th September 2014. at Kovai Medical Center and Hospital, Coimbatore.



Career Development Programme

“HR Enclave” by DR.T.Jayakumar, Manager – HR, Kovai Medical Center and Hospital, Coimbatore and Mr.Balaji, Placement Officer, Dr.N.G.P Arts and Science College, Coimbatore was organised for II M.Sc., Hospital Administration students on 10th September 2014.



Seven students from I M.Sc., Hospital Administration participated in “**Training Programme on Medical textiles**” conducted by SITRA, Coimbatore on 11th February 2015.

Workshop Organized

Organised a “**Workshop on ICD Coding**” for II M.Sc., Hospital Administration students on 18th October 2014.



Value Added Courses

Certificate course on **Business Analytics in Health care using SPSS** was provided to the students of II-M.Sc- Hospital Administration students

Certificate course on **Medical Ethics and Terminology** was provided to the students of I-M.Sc- Hospital Administration students

Dr.Purani Endowment Seminar

Organized Dr.Purani Endowment Seminar on “**Public and Community Health Responsibility of Public and Private Health Care Sector**” on 23rd Jan 2015 at Kovai Medical Center and Hospital, Coimbatore



Knowledge Sharing Programme

Organised “**Knowledge Sharing 2015**” with Asian Metropolitan University, Malaysia on 27th March 2015.



Details of Extension Programmes

Organized an Extension Programme on “Breast Feeding Awareness” for the Antenatal and Postnatal mothers of “**Veeriyampalayam Village**” on 5th August 2014.



Organised an Extension activity on “**Clean India**” at “**Universal Peace Foundation**”, Pathuvampalli, Coimbatore on 20th December, 2014.

Students Volunteered Programmes

I M.Sc., Hospital Administration students volunteered in “**NEOCON 2014**” organised by KMCH, Coimbatore from 19th September 2014 to 21st September 2014.

I M.Sc., Hospital Administration students volunteered in “**Update on Hepatocellular Carcinoma**” organised by KMCH, Coimbatore on 27th

September 2014.

I M.Sc., Hospital Administration students volunteered in “**Rose Day**” organised by KMCH, Coimbatore from 19th September 2014 to 29th September 2014.

Mr.Argha Sarkar and Mr.Sitesh Bhattacharya of I M.Sc., Hospital Administration volunteered in “**AROJ**” organised by KMCH, Coimbatore from 3rd October 2014 to 5th October 2014.

Ms.Anjana Anand of I M.Sc., Hospital Administration volunteered in “**Coimbatore first Ortho Debate**” organised by KMCH, Coimbatore on 11th October 2014.

Mr.Argha Sarkar and Mr.Sitesh Battacharya of I M.Sc., Hospital Administration volunteered in “**NEPAM 2015**” conducted by Kovai Medical Center and Hospital, Coimbatore from 20th February 2015 to 22nd February 2015.

Mr.Ajish.K Idikula, Ms.Anjana Anand, Mr.Leo.A.George and Mr.Sitesh Battacharya of I M.Sc., Hospital Administration volunteered in “**Medical Camp**” conducted by Kovai Medical Center and Hospital, Coimbatore on 24th February 2015.

Faculty Publication details

Mr.Sunil Franklin, Assistant Professor and Head and Ms.Anitha.P, Asst.Prof published a paper on “**A Study on Service Quality Analysis of 5 Specialty Clinics with special reference to a Single Specialty Hospital in Coimbatore**” in “**International Journal of Current Research**” June 2014 edition (ISSN 0975-833X).

Mrs.D.Malleeswari, Assistant Professor published a paper on “**Nutraceuticals- an Overview**” in “**Kisan World (A Journal of Agriculture and Rural**

Development)” Volume 41, No 6, June 2014 edition (ISSN 0971-9229).

Mr.Sunil Franklin, Assistant Professor and Head and Ms.Anitha.P, Asst.Prof published a paper on **“A Study on the Effort for Quality Improvement and Initiative Performance with reference to a Super Specialty Hospital in Chennai”** in **“International Journal of Current Research”** July 2014 edition (ISSN 0975-833X).

Mrs.D.Malleeswari, Assistant Professor published a paper on **“A study on Organisational Effectiveness with special reference to a Multi Specialty Hospital”** in **“International Journal of Current Research”** Volume 6, Issue 7, July 2014 edition (ISSN 0975-833X).

Students Achievements:

Ms.Dipika Baidya, Student of II M,Sc Hospital Administration participated in **“Commercial Blast 2K14”** conducted by Department of Commerce,

Dr.N.G.P Arts and Science College, Coimbatore and won first place in **“Best Manager”** Competition on 17th July 2014.

Ms.Elakya.R and Mr.Muneer.P.K, Students of II M,Sc Hospital Administration participated in **“Commercial Blast 2K14”** conducted by Department of Commerce, Dr.N.G.P Arts and Science College, Coimbatore and won first place in **“Time Management”** Competition on 17th July 2014.

Ms.Camelia Sikdar, Ms.Hareeshma K, Ms.Kajal Dubey, Ms.Kamala Sakthi and Ms.Moumita Ghosh, Students of II M,Sc Hospital Administration participated in **“Commercial Blast 2K14”** conducted by Department of Commerce, Dr.N.G.P Arts and Science College, Coimbatore on 17th July 2014.

Hospital Visits

Visited **“Veeriampalayam Primary Health Centre”** on 5th August 2014.