

JFK Medical Center

Institution Affiliation

Course

Date

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Chapter 3: Organizational Operations and Strategies**Current company operations**

Financial aspects. JFK Medical center is a non-profit health care provider. It currently has assets worth 29 million dollars and when the liabilities are removed, its net worth stands at 5 million dollars. It is focused on providing affordable health care to all hence maximization of profits is not its primary goal.

Leadership in the organization. JFK Medical Centre has a leadership hierarchy similar to other medical institutions. (Maccaffrey et al., 2012). It has a board of directors which is composed of influential personnel from the healthcare department. Members of the society are also included in the board of directors to oversee the interests of the public are kept at heart. Religious men are also included. After this, there are the executives who are headed by the chief executive officer. Under him, there are other officers in charge of different tasks. They include the chief medical officer, the chief financial officer who is in charge of all financial matters, the head of information and technology, the head of operations, and the head of nursing operations. This personnel ensures the day to day operations run successfully under the leadership of the chief executive officer. From here, there are department officers who are in charge of different departments in the hospital. There are departments that deal with direct patient care like labor and the emergency department and the indirect ones like billing and the kitchen department. Under the department officers are the patient care managers who ensure health care is provided to the patients. Then there are service providers who provide direct care to the patients like the nurses and the cooks, cleaners and also security guards. The JFK Medical Center has adopted a couple of

leadership styles with the bigger focus being solution providers to the medical problems of the people and being the best healthcare providers in Atlanta. As much as it is a hospital, it is also the financial institution and strives to make profits and stay afloat as a business.

Benefits and pay scales. The healthcare department is characterized by heavy workloads and long working hours. However, for the people working in JFK Medical Center, the remuneration is fair as compared to the other fields in the market. It may not be directly proportional to the labor but it enables the people to afford a decent living. (Houle et al. 2012). Some of the benefits the workers are entitled to are twenty-seven days a year to go on holiday and also on general public holidays. They are also entitled to remuneration for any extra shifts worked which is paid as overtime. In addition to this, in the case of addition of extra academic knowledge, one is entitled to a pay rise. These benefits make working at the institution a happy affair because of the fair remuneration provided.

Labor relation issues. Just like any other place of work, labor related issues arise in the facility. These are issues that come up as people relate to one another and are inevitable as long as people are in constant communication. Among these issues are legal issues where cases like harassment, discrimination, or unfair treatment may arise occasionally. They are reported to the management and legal action is taken against the offenders. Conflicts also do arise in the facility between workers and these are handled through the appropriate channels like managers or the human resource department. There are laid down systems of reporting and handling conflicts internally. Attendance is the other issue. The employees are obligated to attend work at the right time and in the right state of mind to work and the employer ensures this. Disciplinary action is taken against the people who disobey these rules depending on the intensity of the offense and the frequency of the offender.

Issues occurring in the facility due to the negligence of some employees but they were duly dealt with. Some of these cases included leakage of patient information to the wrong people hence going against the confidentiality clause. There have been rampant cases of poor maintenance of records but the facility has taken measures by acquiring an online system for data storage which is more convenient when it comes to the safety of the documents and easy retrieval. There was a case of safety procedures that was directly linked to the many cases of fatal occurrences in the surgical ward.

Technology and information systems. JFK Medical Center has adopted technology and informational system in order to keep up with the changing technology. Better equipment has been adopted and this has increased the quality of healthcare and efficiency. In addition to this, online ways of storing data by the use of Electronic Health Records has improved the safety of records as well as the easy access to the data. Paperwork which is time-consuming has been decreased. Better communication in the facility has been ensured which has improved the quality of services.

Marketing, quality and strategic planning issues. The facility, like all other healthcare centers, faces challenges when it comes to marketing itself. The trends in the healthcare department are very uncertain so when marketing, they have to ensure that they keep up with the changing trends. The facility, like the other healthcare departments, is still working on fully adapting online ways of doing business. This makes them a step behind the other businesses and catching up can be quite the challenge. In order for the facility to keep attracting new people, it has to keep coming up with new offers, better and improved ways of doing things and better offers. This is quite a challenge as for this to happen, a lot of research has to be done which would utilize a lot of resources, which are not available. When it comes to quality, the facility has put up procedures for ensuring quality care to the patients. The workers follow laid down procedures that are government

regulated and also the patients have channels provided where they can air the complaints on quality. In the case of the future of the facility, it can be threatened by the use of technology. The facility is still in the process of adopting new technology whereas other institutions have fully adopted them. They also require a lot of resources to adapt, which is a challenge for the facility. This may threaten the competitive success of the business. Some of the short-term issues that were pertinent to the study included informational system issues. Where it was not efficient and fully developed and ended up collapsing on several occasions. Financial strain was the other challenge. A lot of resources were needed to adopt new technology and also upgrade the current systems.

Section II: Corporate & Business Strategies.

Mission and goals. The mission of JFK Medical Center is to provide transformative healthcare and be the leader in bringing the positive community. Its goals include being the best innovators in health care, giving all the other healthcare institutions a good example of proved high-quality health care, and providing accessible and affordable care for all.

Generic competitive strategies. There are three generic competitive strategies namely cost focus, differentiation, and focus (Tanwar, 2013). These have been adopted by the JFK Medical center and have made them stay ahead of their competitors. When it comes to cost, they provide services at an affordable cost, which makes them attract the low income and medium-income earners. These make the majority of the population and hence the profits are immense. In the case of differentiation, the facility offers unique and special services that other facilities in the market do not. This gives them a competitive edge. On the area of focus, the facility has concentrated on proving its survives to the population at large, not focusing on any particular group which leaves it open to all types of people regardless of class.

The investment strategies based on competition & life cycle stages. There is four stages of product development namely introduction. Maturity, growth, and decline. These are also applicable at the healthcare facility whereby treatment methods, drugs, and procedures go through the same stages. this calls for continuous research and development to keep improving services and remaining valid. Keeping up with the technology and research are fields where the institution has invested heavily in. In the case of competition, the institution. The strategies based on competition revolve around pricing and segmentation. The facility offers affordable services in order to attract the medium income earners who are in large numbers. When it comes to differentiation, the facility accommodates people from all walks of life thus increasing the chances of being profitable.

Hierarchy and decentralization. The facility has hierarchy's and these are effective for the proper running of the hospital. There are directors, who are the most senior, followed by executives. Down the chain, there are managers, departmental head and service providers. This system brings order to the facility. Decentralization is applied here whereby authority is delegated from a central point. This makes coordination easier because there is more confusion brought about by many instructors.

Compensation and reward systems. The facility has put up procedures of rewarding and compensating its employees. Holidays, treats, free medical care, overtime, and bonuses are some of the ways the employees are compensated. These are well managed and fairly awarded so that all employees get equal chances of being rewarded.

In conclusion, the JFK medical center is an institution that is non-governmental and its main goal is being the main provider of affordable healthcare and quality health care as well. It is the best healthcare provider in Atlanta and it has put up a lot of marketing strategies to get there. Among the main strategies in the pricing strategy, differentiation, and focus. In terms of upgrading itself, the facility has adopted technology and intensive research methods to ensure it provides the quality services as well as remains relevant.

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