"HEALTH CARE SUSTAINABILITY AND HOSPITAL MANAGERIAL TRENDS TOWARDS AFFORDABLE HEALTH CARE SERVICES."

Manipal University.

Principal Investigator- Jenifer Gill; Co Investigator- Dr Naveen Kumar P.

ABSTRACT

The cost of healthcare is increasing day by day, the consequence of which is unsustainable healthcare related to unaffordable healthcare services. A hospital manager, who is focusing on the demands of this increasing population and affluence in health sector, has a bigger challenge to bear the cost to meet these demands. So he spends his budget and incurs it back from their users.

Ultimately the user pays it. And not all the income groups can afford this high cost of healthcare services [3].

This is an inevitable scenario unless new trajectories overthrow the unsustainable phenomenon.

This study is undertaken to explore the hospital managerial trends towards sustainable healthcare sector and affordable healthcare services. This study is done at macro level, which could further be executed at micro level (in phases) to accomplish the ultimate goal of sustainable and affordable sector.

ICN's (2008a) theme : Nurses: A Force for Change---*Care Effective, Cost Effective,* are involving nurses towards reducing cost of health care [3].

Through this project we will be able to explore the role of health care administrators in their own setting (hospitals/ health care institution) towards achieving the sustainability and affordability.

OBJECTIVES

1. To identify the existing SUSTAINABLE initiatives offering affordable services without compromising the quality of care in a tertiary care hospital
2. To devise and recommend new initiatives for driving sustainable healthcare towards affordable healthcare services.

METHODS

Type of Study: Prospective & retrospective

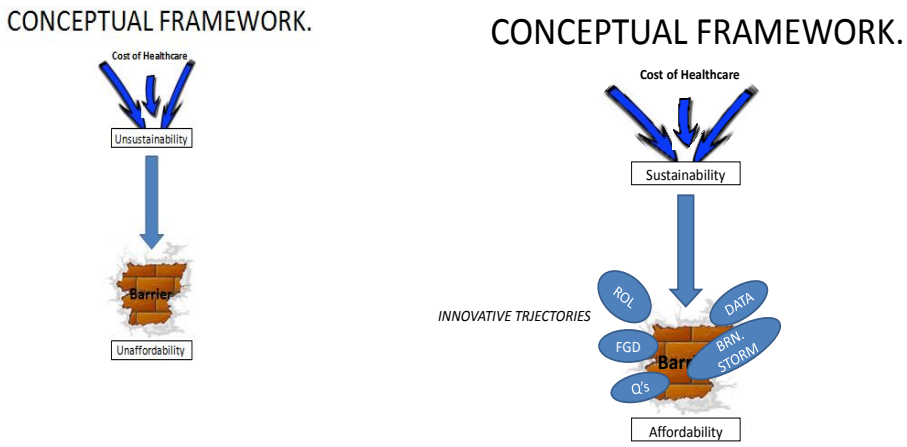
Study period: Nov. 2015 to April 2016 (six months)

Materials and methods:

- Area of study = Operations department in healthcare.
- Study location=Tertiary care hospital
- Study design=Retrospective and prospective, Qualitative exploratory study.
- Sampling technique= Purposive Convenience sampling
- Study subject=Health care managers.
- Study tool=Structured Survey Questionnaire, Focused group Discussion (FGD's), reviewing relevant documents and records of the existing initiatives; followed by Brainstorming.

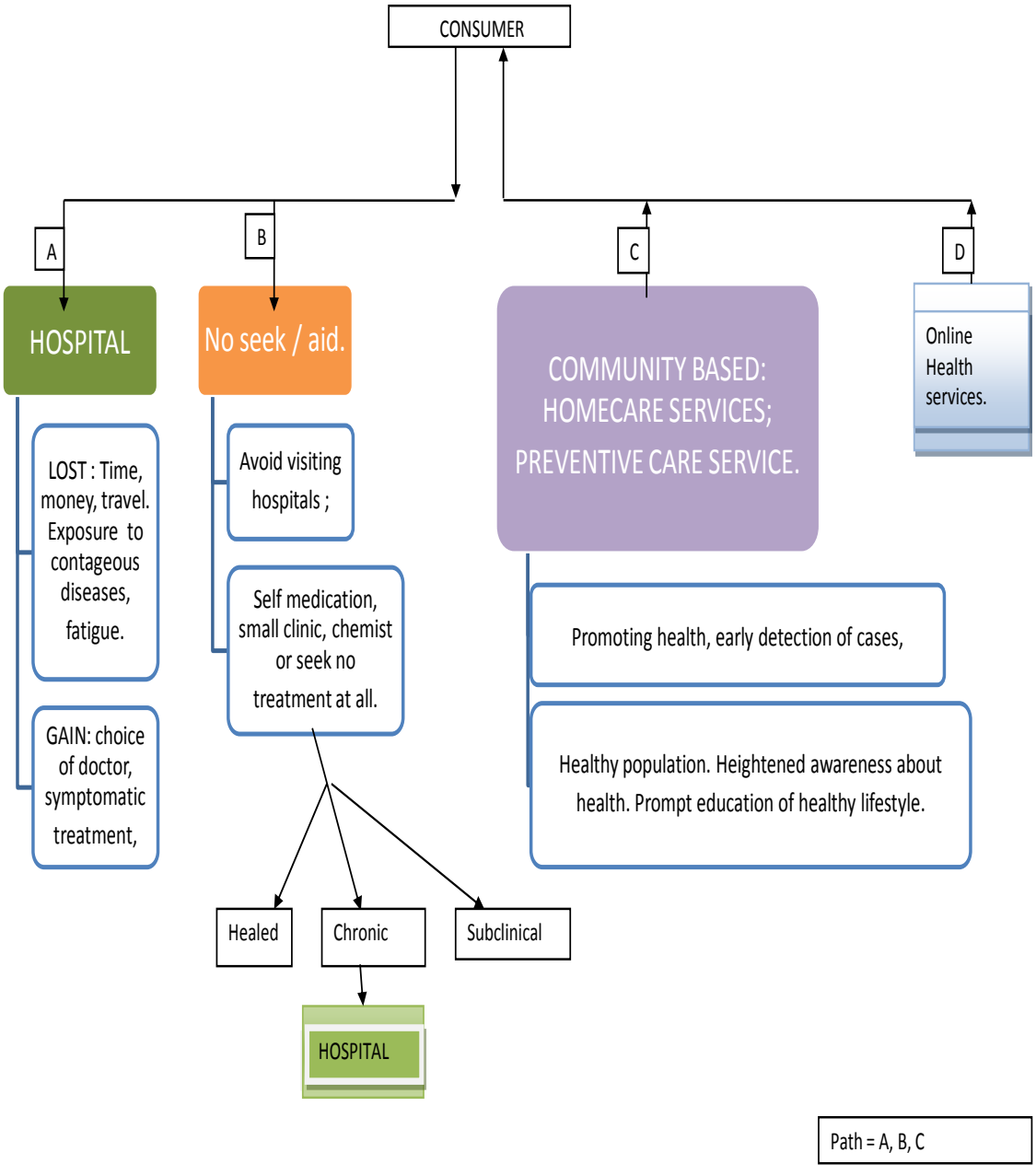
CONCEPT

Figure1. Conceptual framework



RESULTS

Let us put these conclusions into a model: Figure 3: Paths of treatment.



CONCLUSION

Path C meets the objectives of this study.