



FOCUSING ON THE PATIENT

A PRIVATE HOSPITALS ASSOCIATION of ZIMBABWE PERSPECTIVE

1

MERISSA KAMBANI

CHAIRMAN – PRIVATE HOSPITALS ASSOCIATION of ZIMBABWE

"Health Care Puzzle- Retracing The Steps & Sustaining The Momentum"



OBJECTIVE

To develop a coordinated service provider's approach that drives & yields maximum benefit & value for money to customers.

Who is the Customer?

- ❑ Persons seeking services of hospital facilities, individually or collectively. These may or may not be represented, e.g. by a medical aid
- ❑ Patients are now cost & quality sensitive.

Key drivers of service providers

- Occupancy trends – affordability & availability of patients
- Facilities
- Technology kept up to date
- QMS ISO Certification
- Continuous staff development

Customer's needs/expectations

- ❑ Appropriate facilities, e.g.
 - Medical
 - Surgical
 - Maternity
 - Accident & Emergency
 - Radiology
- ❑ Drugs & consumables availability
- ❑ Nursing care

Customer's Needs/Expectations

- ❑ Enabling environment
 - water,
 - electricity,
 - refuse removal, etc.
- ❑ Congenial ambiance
- ❑ Appropriate specialist care



"Health Care Puzzle- Retracing The Steps & Sustaining The Momentum"

Challenges faced by a patient

- ❑ Lack of information on systems & facilities (restrictions on advertising in the medical industry)
- ❑ Availability of the Service- (Value for money)
- ❑ Payment problems in emergencies



"Health Care Puzzle- Retracing The Steps & Sustaining The Momentum"

Challenges faced by service providers- hospitals

- Economic challenges- liquidity crunch
- Inadequate health funding
- Multi licensing requirements
- Limited registered drugs
- Unavailability of drugs & consumables
- Skills - nurses & doctors/ remuneration & benefits
- Water & electricity
- Perceived hospitals' & Specialists' high fees
- Price controls on - tariffs

Challenges faced by service providers- hospitals

- Medical tourism
- Investment constraints
- Disease pattern
- Perceptions
- Relationship with Funders
- Labour Laws very much in favour of the employee
- Consumer demands/ empowerment

Challenges faced by service providers- hospitals

- ❑ Viability & Sustainability of facilities
- ❑ Service Provider Networks – preferred provider
- ❑ Travel : Zero Tolerance to travel
- ❑ High disease burden
- ❑ Consumer demands/empowerment
- ❑ Cost management
- ❑ Waste Elimination
- ❑ Funding Models – fee for service

Suggested solutions

- Patient Focused Approach
- Hospital Re-capitalization
- Waste Elimination Management
- Cost Containment /Management
- Funding Models
- Quality Management Systems
- Consumer Informed Empowerment
- Preventative Medicine



"Health Care Puzzle - Retracing The Steps & Sustaining The Momentum"



"Health Care Puzzle- Retracing The Steps & Sustaining The Momentum"



“Airports see more sincere kisses than wedding halls.
The walls of hospitals have heard more prayers than the walls of churches.”

Manasa Rao