Directional Strategies in Health Care

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Strategic Health Care Planning

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**Introduction**

The society is made up of many organizations all which seek to serve the public by meeting their needs. The needs of the public were linked to economic, social and political aspects as well as their health. Nevertheless, each of the organization has a different purpose from the other that it aims to achieve. As such any group in society is bound to have a vision, mission and value statement that distinguishes it from the rest. This paper reviews the issue of the vision, mission and value stamen in health care organizations as directional strategies. The paper will use the Vidant Health/Medical Center organization to look at how the directional strategies are helpful in care organization(s) while providing quality health to patients and the community as well.

**Evaluation of Mission, Vision, and Values Directional Strategies**

In health care, every organization has a different mission and vision statement that distinguishes it from other organizations in the same sector. The three directional strategies namely vision, mission and value are statements that communicate to all stakeholders in a healthcare organization of its purpose or rather its scope. Moreover, it is through the directional strategies that a health care organization can set standards of conduct deemed as essential in influencing good performance and quality in care (Barr, D.A., 1998).

The mission statement communicates the power a health care facility has to provide products and services to the public (Lewis, J.B., 2008). It also shows the competitiveness that Vidant has in the health sector. In the same way, a vision statement communicates to the public of the goals that this facility seeks to accomplish by providing the best quality care products and services (Health care market strategy; from planning to action, 4d ed, 2013). Lastly, the values communicate to the stakeholders of how the organization will conduct its operations and activities so as to accomplish its vision and mission.

**Ethics in Mission, Vision, and Value Statements**

At Vidant Health/Medical Center, the vision, mission and value statements are designed to act as guidelines in decision making and in conducting daily activities through proper conduct. Therefore the three strategies at Vidant assists all employees and leaders in practicing good behaviors while accomplishing the goals of care facility as well as providing an excellent quality care to patients. Additionally Vidant is a nonprofit organization whose first obligation is service to all people through quality health care. The mission statement of the care facility is “To improve the health and well-being of eastern North Carolina (Vidant Health, 2015).” The vision statement of Vidant Health/Medical Center is “To become the national model for rural health and wellness by creating a premier, trusted health care delivery and education system (Vidant Health, 2015).” Lastly the values of the care facility include integrity, compassion, education, accountability, safety, and teamwork (Vidant Health, 2015).

Based on the directional strategies at Vidant it communicates clearly to the public of what it seeks to accomplish and how it plans to achieve its objectives. From the mission statement the care institution shows to all stakeholders that its patients and the community are its first priorities above everything else such as earning income in the eastern part of North Carolina. Moreover the mission indicates that its primary purpose is to improve the life of human beings which is possible through providing quality care services and products by assisting the community and patients by enlightening on being free of illness or injury and remain in a healthy form. Like directional strategies as explained in all heath care organization the mission gives the scope and purpose of a care facility (Foundations of health care management: Principles and methods, 2012).

Similarly, the vision statement which communicates the goals and values of an organization appear in the Vidant statement. The idea shows that this health organization plans to accomplish a goal that was based on providing an exceptional care which is different from other organizations. Directional strategies such as the vision aim are distinguishing one organization from the other which in this case was seen in the vision statement of Vidant. Moreover through the vision employees as well as leaders in the care organization can make decisions as well as establish plans and strategies to be employed towards accomplishing the exceptional healing service (Kumar, S., Kumar, N., Adhish, V.S., & Reddy, R.S., 2015). The primary purpose of the vision statement is to be a guide to employees mostly in assisting them to work towards providing quality care service to patients, which will, in the end, be deemed as an exceptional healing services to all human beings. This vision statement has aimed itself at becoming an ideal coast-to-coast organization for rural America for providing stellar condition(s) and wellness along with great an learning system along the way not just for the facility, but the community as well.

Lastly, the values at Vidant like other organizations represent the step or strategies through which it will be able to accomplish its vision and mission. The first value which is integrity communicates to all employees and leaders that patient’s safety and health comes first before anything else (Andrulis, D.P., & Brach, C., 2007). This virtue is achieved through honesty and consistency at all times even when no one is watching the employees can be reliable to perform a good work in the care facility. Secondly compassion ensures that all patients are treated as family and not distinguished. The third value at Vidant is accountability which ensures that employees are always at par with the organizations initiatives and are ready to work towards customer satisfaction. The next value is education meaning to teach and learn new ways of advancement in technology(telehealth) far as making sure patients in distant areas can be assisted as well as educate patients to perform in a manner encouraging to the elevation, preservation, or rebuilding of health. Lastly safety and teamwork ensures that all patients are provided protection in this health care system that reduces the incidence and effect of opposing events and take full advantage of recovery from such events by working together to achieve one goal to have a trustworthy system of health care delivery.

Directional strategies are not only directions towards mission and vision accomplishment but also layouts of the organization's destination. The quality of care in this health facility was achieved through following the three strategies effectively. Moreover, one strategy cannot function on its own, but a joint effort of using the set values to accomplish the stated mission and vision is more efficient in providing and maintain quality in care organizations (Turner, C.D., 2005).

The direction in care organizations is crucial in obtaining success and better performance. Additionally through direction a care organization can build momentum, towards quality care products and services as well as the market (Guo, C., Brown, W.A., Ashcraft, R.F., Yoshioka, C.F., & Dong, H., 2011). As such it's nice to make modifications in care facilities every once in a while that changes the momentum of accomplishing missions and visions. It helps to keep employees and leaders on the right path towards better performance and envision the customers value a future where products and services provided.

**Changes made for current strategies and structures for the organization**

As an organization is setting operational policies meant to improve quality of care following the vision, mission and values it has to consider the customers mind and what they prefer. One thing that all customers seek to achieve from organizations in any sector is speed in service and product provision. As such the care organization can result in the use of advanced technology in which the services provision and product will be improved by patients wearing devices(Fitbit) and given them online access to learn and monitor their own health which is in use as we speak (Karapanos, E., Gouveia, R., Hassenzahl, M., & Forlizzi,J., 2016). Therefore in the end customers will receive quality care without delays whereas the care organization will have sufficient directions serving as guidelines towards better performance and improvement in health care. For example, by using operations management or flow management concentrates on the routine but necessary business of making methods well-organized. This technique would free up more beds for patients and along providing low cost and keeping patients satisfied (Waring, T.S., & Alexander, M., 2015). No patient wants fast care but everyone in a facility can profit when the movement of patients from one part of the system to another is level (Waring, T.S., & Alexander, M., 2015). Also, this flow decreased mistakes and stress because everyone department would be running together instead of separately. So, if these changes are made then Vidant Health/Medical Center will run like a well-oiled machine and have no problem becoming a leading rural non-profit medical facility.

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