

وزارة التعليم العالي والبحث العلمي

جامعة الفرات الأوسط التقنية

المعهد التقني الديوانية

## الحقيبة التعليمية لمادة مدخل الى الإدارة الصحية

قسم تقنيات الإدارة الصحية

اعداد

الدكتورة

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**Al Furat Al Awsat Technical University**  
**Technical Institute AL-Diwaniyah**  
**Department of Health Management Techniques**

مدخل الى الإدارة الصحية  
الدراسة الصباحية والدراسة المسائية

المحاضرة الأولى والثانية والثالثة والرابعة والخامسة

**The Concept and Important of Health Management**

اعداد

الدكتورة ريام وسام حسن

→ **Health:** is a broad term, individualized to each person and is affected by many factors, thus it has various definitions.

→ **Health** refers to a person's physical, mental, and spiritual state it can be positive (as being in good health) or negative (as being in poor health).

→ The World Health Organization (WHO) defines health positively as a state of complete physical, mental, and social.

### Concepts of Health ↓

1. **Biomedical Concept:** Health has been view as an “absence of disease”, and if one was free from disease the person was considered healthy.
2. **Ecological Concept:** Health implies the relative absence of pain and discomfort and a continuous adaptation and adjustment to the environment to ensure optimal function.
3. **Psychosocial Concept:** Health is both a biological and social Phenomenon.
4. **Holistic Concept:** A sound mind in a sound body, in a sound family, in a sound environment; All sectors of society like agriculture, animal husbandry, food, industry, education, housing, public works, communication & other sectors have an effect on health.

Health management provides guidance and leadership to administer health at the individual, organizational and systemic level.

#### **Important of Health management:**

- A. Health management embraces a holistic vision of health, in which health is impacted by behavioral, social, and environmental determinants.
- B. Health management includes which comprises community, primary, secondary, and tertiary care provision.
- C. Builds synergy with other related policy and societal areas in line with the ‘One health’ concept.
- D. Health management collaborate with
  - ❖ Patients
  - ❖ Educators
  - ❖ Public health experts
  - ❖ Researchers
  - ❖ Health insurance experts
  - ❖ Pharmaceutical industries..... together they aim to create a clear health vision and alignment strategy.

**\*The student should know health concepts.**

**Q/ Define Health management?**

**Health services:** consist of medical professionals, organizations, and ancillary health care workers who provide medical care to those in need. Health services serve patients, families, communities, and populations.

They cover emergency, preventative, rehabilitative, long-term, hospital, diagnostic, primary, palliative, and home care. These services are centered around making health care accessible, high quality, and patient-centered.

Health services cover many different types of medical issues. Many people think of primary care, outpatient care, and emergency care when they need an illness managed or are generally not feeling well. **These health services include:**

- ✚ **Mental health care**
- ✚ **Dental care**
- ✚ **Laboratory and diagnostic care**
- ✚ **Substance abuse treatment**
- ✚ **Preventative care**
- ✚ **Physical and occupational therapy**
- ✚ **Nutritional support**
- ✚ **Pharmaceutical care**
- ✚ **Transportation**
- ✚ **Prenatal care**

There are many different types of health services providers, such as primary care providers, nurses, specialists, and pharmacists.

**Primary care providers include:**

- ❖ **Generalists**, such as medical doctors (MD) and doctors of osteopathic medicine (DO), who focus on family practice, internal medicine, or pediatrics
- ❖ **Obstetricians/gynecologists (OB/GYN)**, who focus on pregnancy, reproductive health, and prenatal care
- ❖ **Physician assistants (PA)**, who work in a partnership with an doctors
- ❖ **Nurse practitioners (NP)**, who work as primary care providers and can prescribe medication. They focus on reproductive health, family medicine, adult care, pediatrics or geriatrics

**\*\*The student should know health service.**

**Q/ What the health service?**

## **What Is Administration?**

Administration, also referred to as business administration, is the management and application of the processes an office, business, or organization.

It (Administration) involves the:

- Efficient and effective organization of people
- Information
- and other resources to achieve organizational objectives.

➤ Information is key to business operations, and people are the resources who make use of information to add value to an organization.

## **What Is Administrative Management?**

➤ Administrative Management is the process of managing information through people. This usually involves performing the storage and distribution of information to those within an organization. Anyone involved in the planning, coordinating, directing, or controlling aspects of a business can be considered an Administrative Manager.

## **What does a health care administrator do?**

A health care administrator (also known as a medical or health services manager) is tasked with overseeing the operations of health care providers. Whether at a doctor's office, hospital, senior care facility, or outpatient clinic, the health care administrator coordinates the business activities of the facility or department.

## **Tasks and responsibilities of Administrative Management in health services**

1. Ensuring compliance with health care laws and regulations
2. Managing finances
3. Recruiting, training, and supervising staff members
4. Keeping detailed records of medical and office supplies
5. Coordinating work schedules for care providers and other employees
6. Maintaining patient medical records
7. Processing claims for insurance companies
8. Improving quality and efficiency of patient care

## Essential skills for health care administration

1. **Budgeting:** Deliver quality health care while meeting financial goals.
2. **Patient care:** Understand best practices to help improve the patient experience.
3. **Health law and policy:** Keep up with the latest legal changes to ensure your facility operates legally.
4. **Software:** Billing and coding software, as well as electronic record systems, help keep records and bookkeeping organized.

### Strategic Planning

**Health Planning** - Is the process of defining community health problems, Identifying needs and resources, establishing priority goals, and setting out the administrative action needed to reach those goals.

#### Purpose of planning:

1. To solve problems
2. To meet needs
3. Desire for change

#### What Is Strategic Planning in Health Care?

**Strategic planning** in health care refer to the process of defining an organization's direction and making decisions that align with its long-term goals. It is an essential activity that enables health care organizations such as hospitals, clinics, and private practices to anticipate and respond to changes in the health care environment, while ensuring their services are effective, efficient, and sustainable.

#### Benefits of strategic planning in health care organizations:

- ✚ Defining an overarching vision
- ✚ Identifying areas of excellence in which to invest
- ✚ Acquiring necessary resources for new initiatives
- ✚ Prioritizing critical issues
- ✚ Aligning goals so stakeholders are moving in a common direction
- ✚ Increasing motivation, commitment, and teamwork
- ✚ Enhancing communication
- ✚ Adapting more effectively to changing circumstances
- ✚ Positioning an organization to be competitive
- ✚ Developing shared criteria for evaluation

**\*\*The student should know Administrative Management.**

→ **Steps in planning :** There are six steps in planning

1. Situation analysis
2. Analyzing and selecting critical (priority) problems
3. Setting objectives and targets
4. Identifying potential obstacles
5. Designing the strategies
6. Writing up the plan

→ **Types of Planning:** There are two types of planning

→ **1: Strategic planning** –often referred as allocative planning– normally five years or more.

→ **2: Tactical/operational planning** –may be referred to as activity planning. It covers a short period of time medium term –usually one year.

**Q/ What the Strategic planning and his steps?**

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**Documentation, Records, Reports, Motivation, Occupational Health**

اعداد

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## **\*\*The student should know Documentation.**

### **\*\*The student should know Occupational Health**

- **Documentation:** It is the process of Communicating in written form about essential facts for the maintenance of continuous history of events over a period.
- **Records:** is the permanent written communication that documents information relevant to patient in health care management.
- **Reports:** Summarizes the services of the person and the agency, are oral or written exchange of information shared between nurses or a number of persons,  
\* Reports can be compiled daily, weekly, monthly, quarterly and annually.

#### **Importance of Documentation, Records and Reports**

1. Communication
2. Planning Client Care
3. Auditing Health agencies
4. Research
5. Education
6. Legal Documentation
7. Health Care Analysis

#### **The Medical record for each patient is usually consist of:**

1. The face sheet: the data for identity of patient and admission chart and sheet.
2. The clinical history sheet
3. The physical examination sheet
4. Laboratory tests sheets
5. Follow up and medical treatment sheet
6. Discharge sheet

#### **TYPES OF RECORDS**

##### **1) Cumulative or continuing records**

This is found to be time saving, economical and also it is helpful to review the total history of an individual and evaluate the progress of a long period. (e.g.) child's record should provide space for newborn, infant and preschool data.

##### **2) Family records**

The basic unit of service is the family. All records, which relate to members of family, should be placed in a single-family folder. Separate record forms may be needed for different types of service such as TB, maternity etc.

#### **PURPOSES OF WRITING REPORTS**

- To show the kind and quantity of service rendered over to a specific period.

- ✚ To show the progress in reaching goals.
- ✚ As an aid in studying health conditions.
- ✚ As an aid in planning.

**Human Behavior:** It is every physical action and observable emotion associated with individuals. The mental, physical, emotional, and social activities during the human life

**Motivation:** The term used to explain behavior, It can be defined as a person's degree of willingness toward achieving an individual goal that is consistent with that of the organization and the reasons underlying behavior.

**Health professionals' motivation** reflects the interaction between health professionals and their work environment. It can potentially affect the provision of health services.

### **A Theory of Human Motivation needs (Theory's of Maslow)**

1. **Physiological needs:** The most important one. Air, water, and food are essential for survival in all animals, including humans. Clothing and shelter provide necessary protection.
2. **Safety:** When people are satisfied with their physical needs, the individual's safety needs take place. Safety and Security needs include:
  - Personal security • Financial security • Health and well - being • Safety against accidents / illness
3. **Love and belonging:** According to Maslow, humans need to feel a sense of belonging and acceptance among their social groups, regardless whether these group large or small.
4. **Esteem**
5. **Self-actualization**

### **Types of Motivation:-**

**Intrinsic motivation:** comes from within the individual and is driven by internal factors, like enjoyment, curiosity, or a sense of fulfillment. It occurs when people pursue an activity for its own sake.

**Extrinsic motivation:** arises from external factors, such as rewards, punishments, or recognition from others. This occurs when people engage in an activity.

### **Factors That Influence on Employee Motivation**

1. Leadership
2. Organizational culture
3. Paths to advancement
4. Professional development opportunities
5. Recognition

6. Work environment
7. Flexibility
8. Belonging
9. Work/life balance
10. Meaningful work.

**Occupational Health:** is an area of work in public health to promote and maintain highest degree of physical, mental and social well-being of workers in all occupations.

**The science and practice of occupational health involves several disciplines, such as occupational medicine, nursing, ergonomics, psychology, hygiene, safety and other.**

**Its objectives are:**

- ✚ Maintenance and promotion of workers' health and working capacity.
- ✚ Improvement of working conditions and the working environment to become conducive to safety and health.
- ✚ Development of work organization and working cultures that should reflect essential value systems adopted by the undertaking concerned, and include effective managerial systems, personnel policy, principles for participation, and voluntary quality-related management practices to improve occupational safety and health.

In health and safety law, there are things must do to make sure workers' health is not adversely affected by their work and that workers are medically fit to carry out their work safely. This includes:

- Implementing health or medical surveillance when necessary
- Ensuring workers are medically fit to undertake the role required
- Reviewing risk assessment when a worker is returning to work following sickness absence or declares a health condition
- 

**Who is responsible for managing occupational health and safety?**

The responsibility for managing occupational health and safety is ultimately the employer. While the Health and Safety at Work Act means that employers are legally obliged to ensure the health and safety of employees at work, workers must also cooperate with the established safety measures and minimize risks in the workplace by:

- ✚ Taking reasonable care to not endanger others by their acts or omissions
- ✚ Reporting accidents, illness or injury and cooperating in any investigations into the causes.
- ✚ Only using equipment in the way they have been trained.

## **Occupational Hazard Types**

### **The Four Types of Hazards**

There are four occupational hazard types to consider when identifying and assessing the workplace.

#### **1. Chemical Hazards**

Chemical hazards occur when employees are exposed to solid, liquid, or gas chemicals. These include cleaning products, vapors, fumes, flammable materials, and pesticides.

#### **2. Biological Hazards**

Biological hazards are usually associated with industries that work with people, animals, or infectious plant materials. These industries include healthcare, schools, daycares, nursing homes, outdoor occupations, correctional facilities, and emergency medical services. Biological exposures include blood, bacteria, viruses, mold, bodily fluids, animal droppings, plants, and insect bites.

#### **3. Ergonomic Hazards**

Ergonomic hazards occur when strain is put on the body from working, whether from working conditions or body positions.

#### **4. Physical Hazards**

Physical hazards are anything within the environment that can cause harm to the body, even if it doesn't touch it. This occupational hazard type includes excessive exposure to sunlight or ultraviolet rays, extreme temperatures, radiation exposure, and excessive noise.

**Q/ What the The Four Types of Hazards?**

## **COMMON OCCUPATIONAL DISEASES**

**Following are some of the common occupational diseases:**

- Hypertension, coronary heart diseases.
- Behavioral and psychosomatic disorders such as headache, backache, diabetes.
- Gastrointestinal diseases such as peptic ulcer.
- Respiratory nonspecific chronic illness and asthma.
- Musculoskeletal disorders such as low backache, shoulder and neck pain, muscle cramps.

**Q/ What the COMMON OCCUPATIONAL DISEASES?**

## PREVENTION OF OCCUPATIONAL DISEASES

- Medical Measures Pre- placement examination Periodical examination Medical and health care services Supervision of working environment.
- Engineering Measures, Appropriate structural features, maintenance, and repair of working place.
- Provision of sufficient lighting, ventilation, odor, temperature, humidity, and cleanliness.
- Radiation protection.
- Working facilities for changing and storing clothes.
- Supply of safe drinking water and other welfare facilities.

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**Decision-making, Oversight in health organizations, Guidance in  
Health Management**

اعداد

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## **\*\*The student should know Documentation.**

→ **Decision-making:** is the cognitive process of selecting a course of action from multiple alternatives.

### **It involves:**

1. Evaluating information
2. Assessing risks,
3. Choosing the best option to achieve a desired outcome.

### **Importance Decision-making:**

1. Influences personal and professional success.
2. Affects organizational efficiency and effectiveness.
3. Essential for problem-solving and strategic planning.

### **Types of Decisions**

1. **Routine Decisions:** Made regularly with little thought (e.g., daily scheduling).
2. **Strategic Decisions:** Long-term, high-impact choices (e.g., entering new markets).
3. **Tactical Decisions:** Short-term actions that support strategic goals (e.g., marketing campaigns).
4. **Operational Decisions:** Day-to-day decisions that keep the organization running smoothly.
5. **Individual and Group Decisions:**
  - A. **Individual:** Made by a single person.
  - B. **Group:** Involves collaboration among team members.

### **Decision-Making Models**

#### **1. Rational Decision-Making Model:**

- Steps:
  1. Identify the problem.
  2. Gather information.
  3. Identify alternatives.
  4. Weigh evidence.
  5. Choose among alternatives.
  6. Take action.
  7. Review the decision.

**2. Bounded Rationality Model:** Acknowledges limitations in information processing and cognitive biases, leading to "satisficing" rather than optimizing.

**3. Intuitive Decision-Making:** Relies on gut feelings or instincts, often based on experience.

**\*\*The student should know Overcoming.**

**\*\*The student should know Occupational Health**

### Overcoming Challenges of Decision-making

- A. Cognitive Biases
- B. Emotional Influences
- C. Groupthink

### Oversight in health organizations

Oversight in health organizations refers to the processes and mechanisms that ensure accountability, compliance, and quality in healthcare delivery.

**It encompasses various activities aimed at monitoring and improving the performance of healthcare systems, providers, and policies.**

**What key aspects of oversight in health organizations:**

#### 1. Regulatory Compliance

- A. **Licensing and Accreditation:** Ensuring that healthcare facilities and professionals meet established standards.
- B. **Health Policies:** Monitoring adherence to local, state, and federal regulations.

#### 2. Quality Assurance

- A. **Performance Metrics:** Utilizing data to assess the quality of care provided.
- B. **Patient Safety Initiatives:** Implementing protocols to minimize errors and adverse events.

#### 3. Financial Oversight

- **Budgeting and Resource Allocation:** Ensuring efficient use of funds and resources.

#### 4. Clinical Governance

- **Clinical Audits:** Regular reviews of clinical practices to ensure they meet standards.

#### 6. Risk Management

- **Identifying Risks:** Assessing potential risks to patient safety and organizational integrity.

## **7. Training and Education**

## **8. Technology Oversight**

## **9. Ethical Standards**

# **Guidance in Health Management**

## **1. Strategic Planning**

- a. **Mission and Vision:** Clearly define the organization's purpose and long-term goals.
- b. **SWOT Analysis:** Assess strengths, weaknesses, opportunities, and threats to inform strategic decisions.
- c. **Setting Objectives**

## **2. Leadership and Governance: include**

- A. **Effective Leadership**
- B. **Board Governance**
- C. **Transparency**

## **3. Financial Management**

- A. **Budgeting:** Develop comprehensive budgets that align with strategic goals.
- B. **Cost Control:** Implement measures to monitor and reduce unnecessary expenses.

## **4. Human Resource Management**

- A. **Workforce Planning**
- B. **Training and Development**