IMPORTANCE OF HRM IN HEALTH CARE INDUSTRY

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ABSTRACT

Human resource management in health sector seeks to improve the quality of services and patients satisfaction. An examination of the key issues and questions related to human resources, with the study of the impact of the human resources on the private health care organization along with the identification of the trend in health sector in India is a key area are focus of this study.

The study is based on secondary data collected from journals, books and other e-sources to understand the proper concepts and importance of HRM. The HRM trends comprise of efficiency, impartiality and quality objectives, since entire health care is eventually delivered by people, efficient human resources management (HRM) will play an important role in the achievement of health care sector reform. Although the adoption of HRM practices in the corporate sector, lack of HRM practices in the health care sector which is yet to fully adopt them.

INTRODUCTION

Healthcare has become one of India's largest sectors both in terms of 'revenue' and 'employment'. Healthcare comprises hospitals, clinical trials, medical devices, outsourcing, medical tourism, telemedicine, health insurance and medical equipment (Patil and Choudhari 2013). Due to its increasing coverage, services and expenditure by public as well private sector, the Indian healthcare sector is growing at a brisk pace (IBEF 2020). Indian healthcare system is categorized into two major categories– public sector and private sector. The public healthcare framework contains restricted auxiliary and tertiary care institutions in significant cities and spotlights on giving fundamental healthcare offices as Primary Healthcare Centers (PHCs) around there (Dang 2016). The private sector gives lion's share of auxiliary, tertiary and quaternary care institutions with a significant focus in metro cities. India's upper hand lies in its huge pool of very much trained medical experts. India is additionally cost cutthroat contrasted with its friends in Asian nations and

western nations. The cost of surgery in India is around one-10th of that in the US or Western Europe (Aswathapa 2007).

Private hospitals and private medical practitioners have a huge impact in conveying health care services in India. As the interest for health care has expanded, institutions in this sector have extended considerably in both metropolitan and rural regions (Debnath 2015). The connection among patient and private professional significantly impacts the apparent and real requirements about health care. This relationship is relied upon to assume a significant part in the control of infection examples and the board. The improvements in this sector have incited worry about the effectiveness of assets, value and admittance to offices, and the accessibility of financing systems to help private health care. Additionally, the productivity with which the assets are utilized in this sector has direct bearing on the cost and nature of health services. The presence of these health care institutions has significant ramifications for the current character of the Indian health care framework.

The Indian health care sector is one of the quickest developing businesses and is relied upon to develop at an accumulated annual growth rate of 17% during the year 2011 to 2020 to contact US $280 billion. It is relied upon to rank among the best three health care markets as far as growth by 2020 (Suresh Kumar, Karthikeyan and Mohanraj 2014). Spending on health care in India was an expected 5 percent of GDP in 2013 and is relied upon to stay at that level through 2016. Complete health care spending in nearby cash terms is projected to increase at an annual rate of more than 12%, from an expected $96.3billion of every 2013 to $195.7 billion out of 2018. Though this rapid growth rate will reflect high inflation, it will also be driven by increasing public and private health expenditures (Sinha and Sigamani 2016). Human Resource Development is a part of human resource management that especially deals with training and development of the employees. Human Resource Development includes training and individual providing opportunities to learn new skills, distributing resources that are beneficial to them. It is a learning experience which are organized for a specific time and assigned to bring about the possibility of behavioral change for the employees tasks and any other developmental activities.

Importance of Human Resource Management in the Healthcare Sector

As the demand for quality healthcare services continues to rise, HRM plays a crucial role in ensuring the recruitment, retention, and development of skilled professionals essential for delivering optimal patient care. HRM in healthcare encompasses various functions, including talent acquisition, training and development, workforce planning, and compliance with industry regulations. By implementing HRM practices tailored to the unique needs of the healthcare sector, organizations can enhance employee satisfaction, promote a culture of continuous learning and improvement, and ultimately contribute to improved patient outcomes. As healthcare organizations navigate the complexities of an evolving industry, the strategic integration of HRM becomes increasingly vital in driving organizational success and maintaining high standards of care.

In the healthcare industry, HR teams handle traditional HR functions such as recruitment, hiring, and advising senior management on competitive pay and benefits packages to attract and retain top talent. However, healthcare HR faces unique challenges specific to the industry. They navigate and communicate a myriad of state regulations, covering certifications, safety, privacy, and other critical areas. Operating in a highly competitive talent landscape, they recruit in an industry where candidates have abundant options.

Moreover, healthcare HR oversees a workforce dealing with daily stressors, necessitating both physical safeguards and mental health support. Collaborating with IT, they ensure the protection of patient and employee records' privacy. In addressing burnout concerns, they work with managers to refine staff scheduling processes. Additionally, healthcare HR plays a key role in developing programs that enhance patient satisfaction and drive positive outcomes, such as designing compensation and bonus systems aligning pay with performance improvements and patient results.

HRM (Human Resource Management) in the healthcare sector plays a pivotal role in maintaining the seamless operation of organizations. Their work behind the scenes is instrumental in ensuring that clinics not only function smoothly but also meet the needs of both the organization and its patients effectively. While they may not be the ones directly overseeing day-to-day tasks, HR managers diligently work to keep everything running efficiently within budget constraints.

Background of Cipla

Cipla was founded in Mumbai in 1935 by Khwaja Abdul Hamied as the Chemical, Industrial & Pharmaceutical Laboratories. In July 1984, the name of the company was changed to 'Cipla'.Upon Hamied's death in 1972, his son Yusuf Hamied, a Cambridge-educated chemist, took over the company.In 1995, Cipla launched Deferiprone, the world's first oral iron chelator.

In 1999, Cipla joined the Indian Pharmaceutical Alliance as a founding member in an effort to promote the development of generic drugs in India. During the AIDS epidemic in the early 2000s, Hamied reverse-engineered a three-drug antiretroviral medication that was sold for about $12,000 per year to create a cheaper version that sold for $304 per year.This drug was sold to African charities and governments. It is estimated that "at one time, as much as 40 percent of the AIDS patients in poor countries took Cipla drugs". During the avian flu pandemic in 2006, Cipla was able to reverse-engineer the drug Tamiflu and sell it for significantly lower prices. In 2013 Cipla acquired the South African company Cipla-Medpro. Its name was changed to Cipla Medpro South Africa Limited and was kept as a subsidiary. At the time of the acquisition, Cipla-Medpro had been a distribution partner for Cipla and was South Africa's third-biggest pharmaceutical company. The company had been founded in 2002 under the name Enaleni Pharmaceuticals Ltd.[14] In 2005, Enaleni bought all the shares of Cipla-Medpro, which had been a joint venture between Cipla and Medpro Pharmaceuticals, a South African generics company in 2008, it changed its name to Cipla-Medpro. In September 2023, it was announced Cipla South Africa had acquired the Midrand-headquartered healthcare products manufacturer, Actor Pharma. In September 2015, Cipla acquired InvaGen Pharmaceuticals and Exelan Pharmaceuticals, two American pharmaceutical companies, for 555 million dollars. In 2019 Cipla entered digital therapeutics by partnering with Wellthy Therapeutics in India and Brandmed in South Africa.

Literature review

The Indian Pharmaceutical Industry: Evolution of Quality and Standards" by Rajesh Gulati: This book provides an overview of the Indian pharmaceutical industry, including its historical development, regulatory environment, and key players like Cipla. It may offer insights into Cipla's role in shaping the industry and its contributions to healthcare in India.

"The Indian Pharmaceutical Industry: Business, Politics, and Society in the Era of Globalization" by Dwaipayan Bhattacharyya: While not solely focused on Cipla, this book explores the broader context of the Indian pharmaceutical industry, including its economic, political, and social dimensions. It may include discussions or case studies involving Cipla and its impact on the industry.

"Generic: The Unbranding of Modern Medicine" by Jeremy A. Greene: This book examines the history and impact of generic drugs on modern medicine, with a focus on the global pharmaceutical industry. It may include references to Cipla's pioneering role in producing affordable generic medications and its influence on access to healthcare worldwide.

"Indian Companies Act: A Complete Guide to Legal and Compliance" by Taxmann: While not specifically about Cipla, this book may provide insights into the legal and regulatory framework governing Indian companies, including pharmaceutical companies like Cipla. It may be useful for understanding the corporate governance practices and compliance requirements relevant to Cipla.

Biographies or Autobiographies of Cipla's Founders or Key Figures: While not traditional literature reviews, biographies or autobiographies of Cipla's founders or key figures such as Dr. Yusuf Hamied may offer unique perspectives on the company's history, culture, and values.

"The Healing of America: A Global Quest for Better, Cheaper, and Fairer Health Care" by T.R. Reid: This book provides an in-depth exploration of healthcare systems around the world, comparing them to the United States' system. Reid investigates various models, including those of Canada, Germany, Japan, and the UK, to uncover strengths and weaknesses that could inform healthcare reform efforts in the US.

"The Innovator's Prescription: A Disruptive Solution for Health Care" by Clayton M. Christensen, Jerome H. Grossman, and Jason Hwang: This book applies the principles of disruptive innovation to the healthcare industry. Christensen and his co-authors argue that traditional healthcare models are unsustainable and propose innovative solutions that prioritize prevention, patient-centric care, and technological advancements.

"The Checklist Manifesto: How to Get Things Right" by Atul Gawande: While not exclusively about healthcare, this book by surgeon Atul Gawande highlights the importance of checklists in improving safety and efficiency in various fields, including medicine. Gawande discusses how simple checklists can prevent errors, enhance teamwork, and standardize processes in healthcare settings, ultimately saving lives.

"The Patient Will See You Now: The Future of Medicine Is in Your Hands" by Eric Topol: Topol, a prominent cardiologist and researcher, examines the impact of technology on healthcare delivery and patient empowerment. He discusses how advances in genomics, wearable devices, and telemedicine are revolutionizing the doctor-patient relationship and shifting the focus towards personalized, data-driven care.
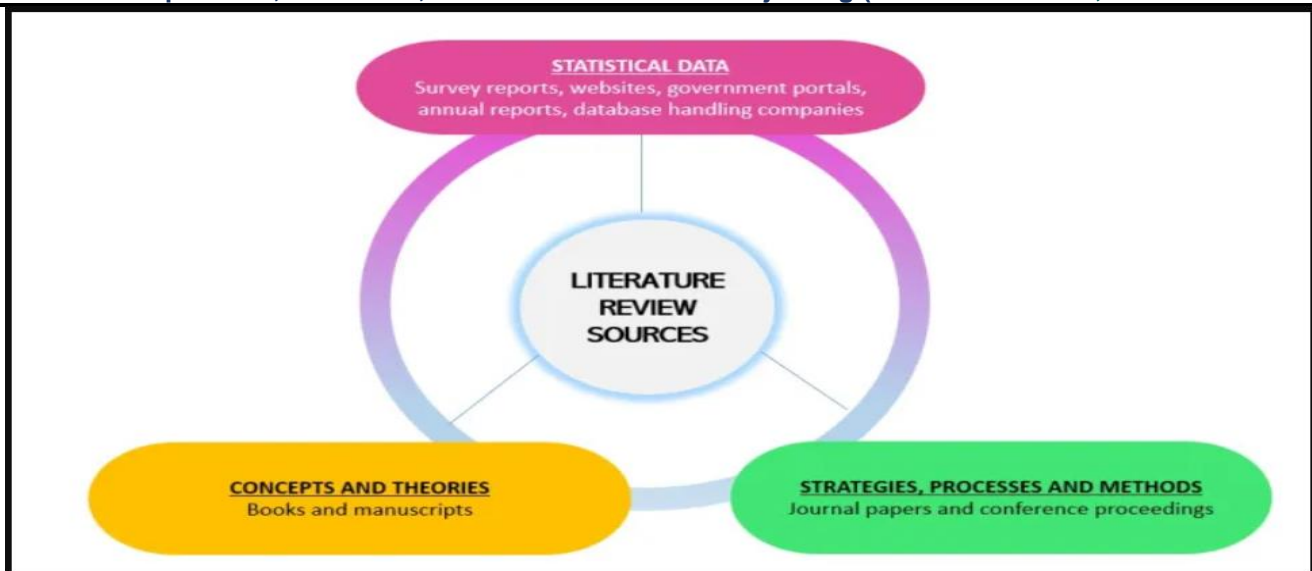
Importance of Health care industry in e-commerce

The healthcare industry's integration with e-commerce has become increasingly significant due to several factors:

1. **Accessibility:** E-commerce platforms enable patients to access healthcare products and services conveniently from anywhere with an internet connection. This accessibility is particularly valuable for individuals with limited mobility or those living in remote areas.

2. **Product Diversity:** E-commerce allows for a wide range of healthcare products to be easily accessible to consumers. From over-the-counter medications to medical devices and equipment, patients have access to a diverse array of products that may not be readily available in their local area.

3. **Convenience:** Online healthcare platforms offer convenience in terms of scheduling appointments, ordering prescriptions, and accessing medical advice remotely. This convenience is especially beneficial for individuals with busy schedules or those who prefer to avoid the hassle of visiting physical healthcare facilities.

4. **Price Transparency and Comparison:** E-commerce platforms often provide price transparency, allowing consumers to compare prices and make informed decisions about their healthcare purchases. This transparency encourages competition among sellers, potentially leading to lower prices for consumers.

5. **Telemedicine and Remote Healthcare:** E-commerce facilitates telemedicine services, allowing patients to consult with healthcare providers remotely via video calls or messaging platforms. This is particularly valuable for individuals who require non-urgent medical advice or follow-up consultations.

6. **Health Information Access:** E-commerce platforms often provide valuable health information and resources, empowering consumers to educate themselves about various health conditions, treatments, and preventive measures.

7. **Personalization and Customization:** E-commerce platforms can leverage data analytics and algorithms to personalize the healthcare experience for individual consumers. This may include personalized product recommendations, targeted health information, and tailored treatment plans.

8. **Global Reach:** E-commerce transcends geographical boundaries, allowing healthcare providers and businesses to reach a global audience. This expanded reach enables access to specialized healthcare products and services that may not be available locally.

Overall, the integration of healthcare with e-commerce has transformed the way consumers access and interact with healthcare products and services, making it more convenient, accessible, and personalized.

Swot analysis of the company

STRENGTH

- Strong Market Presence: Cipla has a significant presence not only in the Indian market but also in international markets, especially in emerging economies.

- Diverse Product Portfolio: The company has a diverse portfolio of pharmaceutical products covering various therapeutic areas such as respiratory, anti-infectives, cardiovascular, and more.

- Research and Development: Cipla has a robust R&D division that focuses on developing innovative and cost-effective drugs. This helps in staying competitive and meeting the evolving needs of the market.

- Brand Reputation: Cipla has built a strong brand reputation over the years for its quality products and ethical practices.

WEAKNESS

- Dependency on Few Key Markets: While Cipla has expanded its international presence; it still relies heavily on a few key markets for its revenue, which exposes it to geopolitical and economic risks.

- Patent Expiry: Like many pharmaceutical companies, Cipla faces the challenge of patent expiry for some of its key products, leading to increased competition from generic manufacturers.

- Regulatory Challenges: Operating in multiple countries means dealing with different regulatory environments, which can sometimes pose challenges and increase compliance costs.

- Limited Pipeline: Despite its R&D efforts, Cipla's pipeline might not be as robust as some of its competitors, which could affect its ability to launch new blockbuster drugs in the future.

OPPORTUNITY

- Expansion in Emerging Markets: Cipla can capitalize on the growing demand for pharmaceuticals in emerging markets by expanding its presence further and tapping into underserved regions.

- Strategic Partnerships and Acquisitions: Forming strategic partnerships or acquiring companies with complementary capabilities can help Cipla expand its product portfolio and enter new markets more efficiently.

- Focus on Biotechnology: Investing more in biotechnology and specialty drugs can open up new avenues for growth and differentiation.

THREATS

- Generic Competition: The generic pharmaceutical market is highly competitive, with low barriers to entry, which can erode Cipla's market share and margins.

- Regulatory Changes: Changes in regulations, particularly related to drug pricing and approval processes, can significantly impact Cipla's operations and profitability. Emerging Technologies: Advancements in technology, such as 3D printing of pharmaceuticals or personalized medicine, could disrupt traditional pharmaceutical manufacturing and distribution models.

- Healthcare Reforms: Government healthcare reforms, especially in major markets like India and the United States, can affect pricing and reimbursement policies, potentially reducing Cipla's profitability.

- Pandemics and Health Crises: Events like pandemics or health crises can disrupt supply chains, reduce demand for certain drugs, and increase operational costs for pharmaceutical companies like Cipla.

Warehouse Management System

The Warehouse Management System (WMS) is designed to improve every aspect of a company's warehouse operations, providing an organized approach to managing efficiency. Bar code data collection methods are more powerful for warehouse management system, it is the automatic identification system that connects the shop floor to the enterprise software. The warehouse management system controls product receipt, putway and storage. When it comes time to pick up the item, the system directs warehouse workers to the appropriate locations using hand-held tools to take the most efficient route.

Key feature of (WMS)

Cipla, like many large pharmaceutical companies, relies heavily on efficient warehouse management systems (WMS) to ensure the smooth handling, storage, and distribution of their products. While I don't have real-time access to proprietary information about Cipla's specific WMS, I can outline some key features that are commonly found in modern warehouse management systems, which Cipla might utilize or consider:

- Inventory Management: Tracking inventory levels in real-time, managing stock levels, and optimizing storage space to ensure products are readily available when needed.
- Order Management: Streamlining the order fulfillment process, from order entry to shipment, to ensure accurate and timely delivery to customers.
- Warehouse Automation: Employing automation technologies such as barcode scanning, RFID, and automated guided vehicles (AGVs) to improve efficiency, accuracy, and speed in warehouse operations.
- Batch and Expiry Tracking: Managing batch numbers and expiration dates of pharmaceutical products to ensure compliance with regulatory requirements and prevent the distribution of expired products.
- Integration with ERP Systems: Integrating with enterprise resource planning (ERP) systems to facilitate seamless data flow between warehouse operations and other business functions such as procurement, manufacturing, and sales.
- Real-time Reporting and Analytics: Providing real-time visibility into warehouse operations through customizable reports and analytics dashboards, enabling data-driven decision-making and performance monitoring.
- Temperature and Environment Monitoring: Monitoring environmental conditions such as temperature and humidity to ensure the integrity and quality of temperature-sensitive pharmaceutical products.

- Compliance and Regulatory Support: Incorporating features to help maintain compliance with regulatory requirements such as Good Distribution Practice (GDP) and other industry standards.

- Security and Traceability: Implementing security measures such as access controls and audit trails to prevent theft, unauthorized access, and ensure traceability of products throughout the supply chain.

- Scalability and Flexibility: Adapting to changing business needs and scaling operations efficiently as the business grows or market demands fluctuate.

Procedure

Cipla is a global pharmaceutical company headquartered in Mumbai, India. It operates in various segments such as prescription drugs, active pharmaceutical ingredients (APIs), animal health products, and more. While I can't provide you with an exhaustive internal procedure manual, I can offer a general overview of the typical procedures followed by pharmaceutical companies like Cipla:

- Research and Development (R&D): Cipla, like many pharmaceutical companies, invests heavily in research and development to discover and develop new drugs or improve existing ones. This involves a rigorous process of scientific experimentation, testing, and clinical trials to ensure efficacy and safety.

- Regulatory Approval: Before any drug can be marketed, it must undergo rigorous regulatory scrutiny and approval by health authorities such as the US Food and Drug Administration (FDA), the European Medicines Agency (EMA), or India's Central Drugs Standard Control Organization (CDSCO). This involves submitting extensive data from preclinical and clinical trials to demonstrate the drug's safety and efficacy.

- Manufacturing: Once a drug has received regulatory approval, Cipla must manufacture it in compliance with Good Manufacturing Practices (GMP) to ensure quality, safety, and consistency. This involves stringent processes for sourcing raw materials, formulation, production, packaging, and distribution.

- Quality Control: Cipla conducts thorough quality control checks at various stages of the manufacturing process to ensure that its products meet regulatory standards and specifications. This includes testing raw materials, in-process samples, and finished products for purity, potency, and stability.

- Sales and Marketing: Cipla employs sales and marketing teams to promote its products to healthcare professionals, hospitals, pharmacies, and other stakeholders. This involves educating healthcare providers about the benefits and appropriate use of Cipla's drugs, as well as complying with regulations regarding drug promotion and advertising.

- Distribution and Supply Chain Management: Cipla manages a complex supply chain to distribute its products to customers around the world. This involves logistics, warehousing, transportation, and inventory management to ensure timely delivery and availability of its products.

- Post-Marketing Surveillance: Even after a drug is approved and marketed, Cipla continues to monitor its safety and efficacy through post-marketing surveillance programs. This involves collecting and analyzing data on adverse reactions, drug interactions, and other safety concerns reported by healthcare providers and patients.

- Continuous Improvement: Cipla, like any reputable pharmaceutical company, is committed to continuous improvement in all aspects of its operations. This includes investing in new technologies, optimizing processes, and fostering a culture of innovation and excellence.

This overview provides a general idea of the procedures followed by pharmaceutical companies like Cipla, but the specific details may vary depending on factors such as the type of drug, regulatory requirements, and market dynamics.

Process of Cipla warehouse management
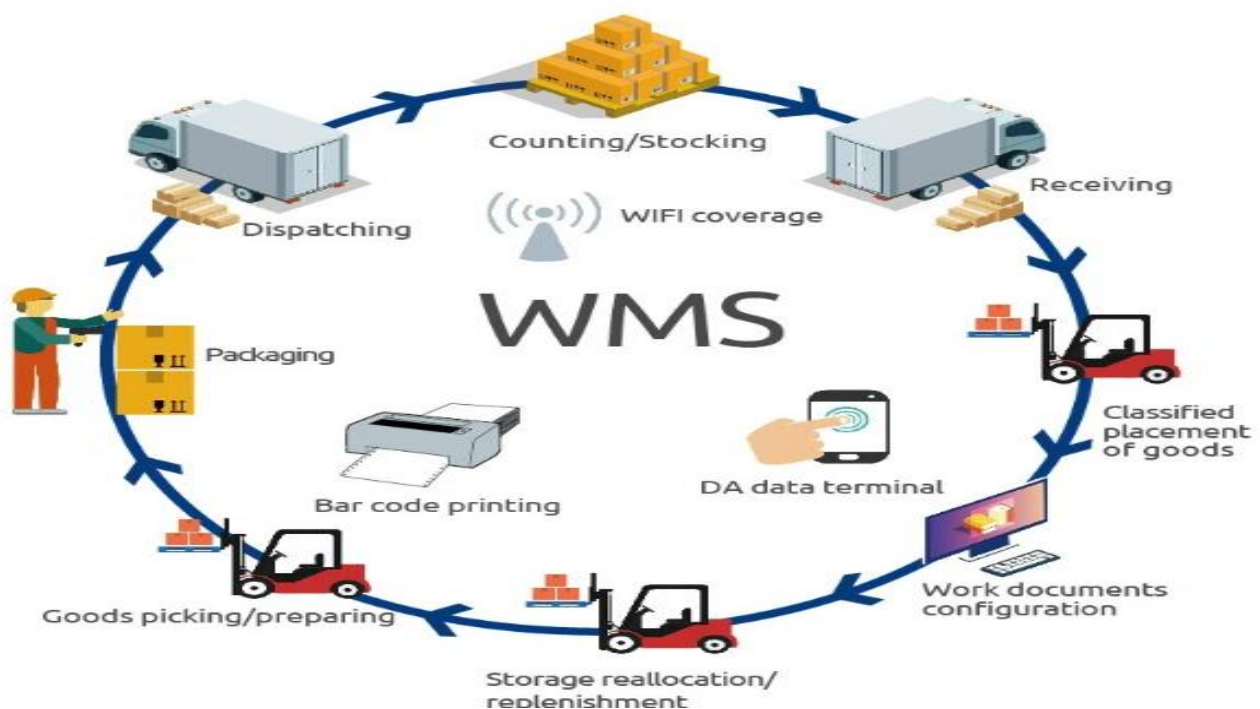
Quality Management System

Cipla, a prominent pharmaceutical company headquartered in India, is known for its commitment to quality management in the pharmaceutical industry. While I don't have access to specific, real-time data or internal documents, I can give you a general overview of what a quality management system (QMS) typically entails and how it might be implemented at a company like Cipla.

- A quality management system encompasses the organizational structure, processes, procedures, and resources needed to ensure that a company consistently produces products that meet quality standards and regulatory requirements. Here's how Cipla might approach it:

- Quality Policy: Cipla likely has a documented quality policy that outlines its commitment to quality, compliance with regulations, and meeting customer requirements. This policy is usually communicated throughout the organization to ensure everyone is aligned with quality objectives.

- Quality Planning: Cipla would engage in quality planning, which involves identifying quality objectives, determining the processes needed to achieve them, and allocating resources effectively.

- Document Control: Cipla would have procedures in place to control documents, ensuring that relevant documents (such as standard operating procedures, specifications, and work instructions) are approved, distributed, and regularly reviewed and updated.

- Risk Management: Given the nature of the pharmaceutical industry, Cipla likely implements risk management processes to identify, assess, and mitigate risks related to product quality, safety, and efficacy.

- Supplier Management: Cipla relies on various suppliers for raw materials, packaging materials, and other components. They would have procedures for qualifying suppliers, monitoring their performance, and ensuring that purchased materials meet quality requirement

- Training and Competence: Cipla invests in training its employees to ensure they have the necessary skills and knowledge to perform their roles effectively and in compliance with quality standards.

- Quality Control and Assurance: Cipla would have robust quality control measures in place throughout the manufacturing process to monitor and verify that products meet specified requirements. This includes testing raw materials, in-process samples, and finished products.

- Continuous Improvement: Cipla likely fosters a culture of continuous improvement, encouraging employees to identify areas for improvement and implement corrective and preventive actions to enhance product quality and efficiency.

- Regulatory Compliance: Given the global reach of its operations, Cipla adheres to various regulatory requirements imposed by authorities such as the FDA (Food and Drug Administration), EMA (European Medicines Agency), and others.

- Audits and Inspections: Cipla undergoes regular internal audits and may also be subject to external inspections by regulatory authorities to ensure compliance with quality standards and regulations.

Overall, Cipla's quality management system would be designed to ensure that its pharmaceutical products are safe, effective, and of high quality, meeting the needs and expectations of customers and regulatory authorities.

Process Safety

We have established the Process Safety Cell consisting of qualified Process Safety Engineers. The cell conducts Hazard identification, Risk Assessment of all new processes and existing processes. Cipla has also conducted process safety gap assessment through internationally renowned process safety consultant. During the year, total 112 HAZOP studies and 33 bow-tie assessments were conducted to safeguard new as well as existing processes across Cipla sites. Three audits were carried out by process safety external consultant and two safety integrated studies were carried out for our API sites which is a clear indication of moving towards next level of safety controls.

Safety Training

All our employees and workers undergo EHS training on a regular basis, which is conducted by experts and in-house safety personnel. Training needs are assessed, based on the job specific hazards in different workplaces such as stores, manufacturing, engineering and quality laboratories. We also conduct mock drills at regular intervals across operating sites and offices. During the reporting year, we held 103 emergency mock drills. Also, through our driver safety programmes, practical road safety guidance are shared with our employees. This enables employees / workers to take safety measures while working and also helps to understand the steps to be taken to remove them from work situation that they believe can cause injury or ill health.

EHS in Commercial Operations

In the reporting year, the EHS processes and systems were extended to the commercial operations at India Business. This consists of road safety, safety in warehouse operations, defensive driving training and vehicle safety training.

Risk Description

Risk Description Mitigation Safety at all Cipla workplaces is both a priority and a regulatory requirement. EHS incidents pose critical regulatory, reputational, and business continuity risks and impact long term sustainability. Cipla recognises the effect of global climate change on the environment and the communities that it operates in, together with the exposure to practices that negatively impact the environment and the people involved in the supply chain. Severe storms, flooding, accelerated melting of glaciers, and frequent droughts have strong correlation with climate change. Overall, the various consequences of climate change pose a threat to business continuity, human safety and long-term sustainability.

Mitigation

Our corporate EHS function is an independent function, it provides oversight on safety and operating exposures and issues standardised corporate EHS guidelines to our manufacturing sites We ensure compliance with local regulations and best-in-class industry safety standards across our locations. We have implemented EHS management system for timely identification of potential risks.

We continue our efforts to reduce EHS risk through programmes like periodic internal audits, external audits as per ISO14001 and ISO45001, specialist external audits focusing on different EHS elements and Hazard Identification and Risk Assessment and HAZOP Studies We also conduct monthly theme based EHS campaigns focusing on various priority element.

Research questions

- What are the key drivers of growth in Cipla's healthcare industry segment?

- How does Cipla's market share compare to its competitors in the healthcare industry?

- What are the main challenges facing Cipla in the healthcare sector, both domestically and internationally?

- How does Cipla approach innovation and research and development within the healthcare industry?

- What is the impact of regulatory changes on Cipla's operations in the healthcare sector?

- How does Cipla manage its supply chain in the healthcare industry to ensure product availability and quality?

- What are the main factors influencing consumer preferences for Cipla's healthcare products?

- How does Cipla leverage technology to improve healthcare delivery and patient outcomes?

- What is the role of partnerships and collaborations in Cipla's strategy within the healthcare industry?

- How does Cipla address sustainability and environmental concerns in its healthcare operations?

- What are the emerging trends and opportunities in the healthcare industry that Cipla is positioning itself to capitalize on?

- How does Cipla's pricing strategy impact its competitiveness in the healthcare market?

- What is the level of international expansion and penetration for Cipla's healthcare products?

- How does Cipla address healthcare disparities and access to medicines in different regions?

- 15. What are the potential future directions and growth areas for Cipla within the healthcare industry?

- How can technology improve patient care and outcomes?

- What are the biggest challenges facing healthcare providers today?

- How can we address the issue of rising healthcare costs?

- What impact does healthcare policy have on patient access to care?

- How can we better integrate mental health services into primary care?

- What role can telemedicine play in expanding access to healthcare services?

- How can we improve healthcare equity and reduce disparities in care?

- What are the ethical implications of genetic testing and personalized medicine?

- How can we incentivize preventative care and healthy lifestyle choices?

- What strategies can be implemented to address physician burnout?

- How can healthcare organizations better protect patient data and privacy?

- What are the potential benefits and risks of AI in healthcare?

- How can we improve healthcare infrastructure in rural and underserved areas?

- What impact does pharmaceutical pricing have on patient access to medication?

- How can we address the shortage of healthcare workers, such as nurses and primary care physicians?

- What role should patient advocacy groups play in shaping healthcare policy?

- How can we promote transparency and accountability in healthcare delivery?

- What are the implications of an aging population on healthcare systems?

- How can we effectively address the opioid epidemic and substance abuse disorders?

- 20. What innovations are on the horizon for improving surgical techniques and patient recovery?

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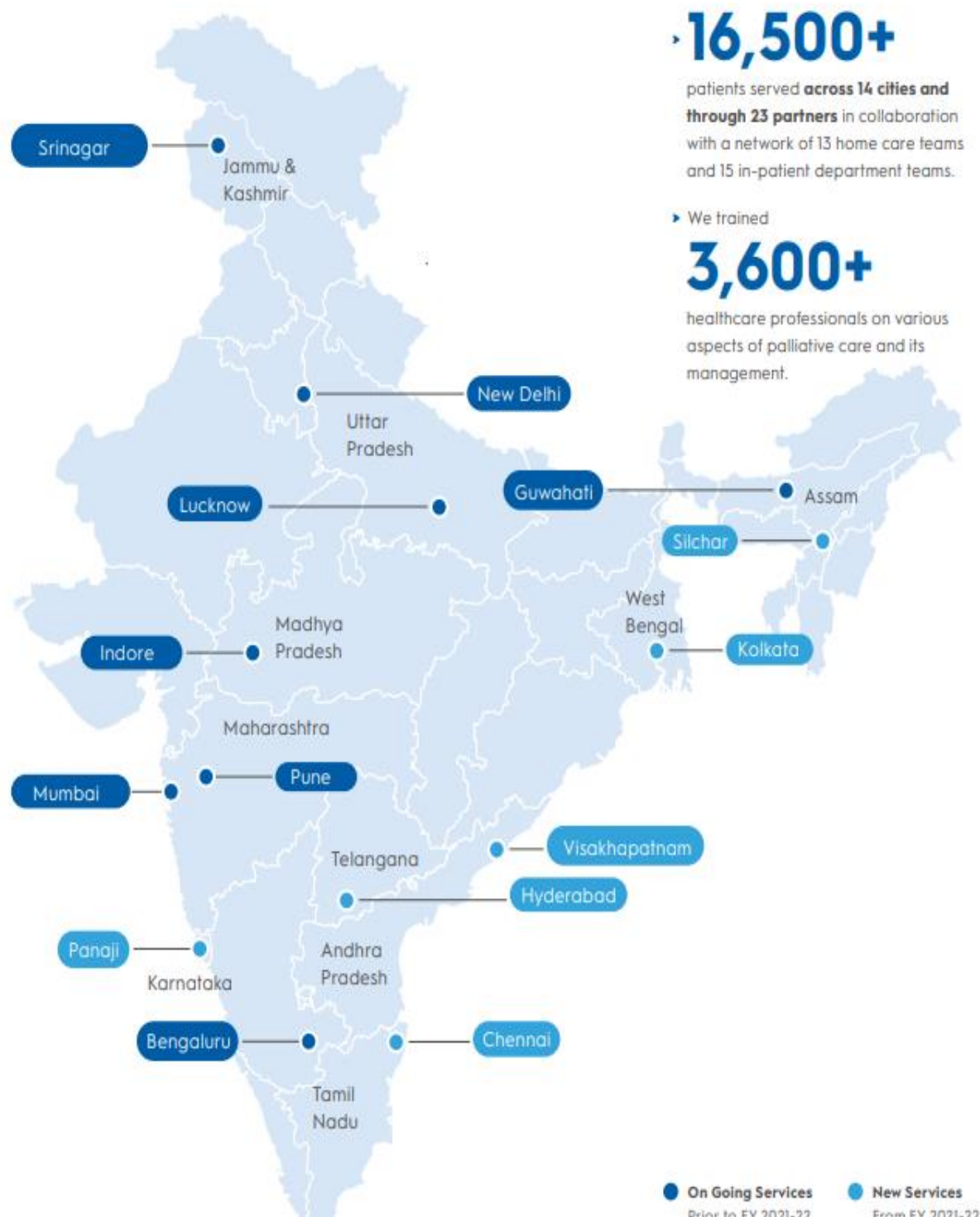
RESEACH OBJECTIVE

Cipla, being a pharmaceutical company, may have various research objectives aligned with its mission and goals. Here are some potential research objectives for Cipla:

1. Develop novel drug formulations or delivery systems to enhance drug efficacy, patient compliance, and convenience.

2. Investigate the safety and efficacy of existing drugs for new therapeutic indications or patient populations.

3. Conduct clinical trials to evaluate the comparative effectiveness of Cipla's products against existing treatments or competitors.

4. Explore the potential of biotechnology and gene therapy in developing innovative treatment options for unmet medical needs.

5. Investigate the pharmacokinetics and pharmacodynamics of Cipla's drugs to optimize dosing regimens and minimize adverse effects.

6. Assess the potential of natural products and traditional medicines in the development of new pharmaceuticals or complementary therapies.

7. Investigate the molecular mechanisms underlying disease pathogenesis to identify new drug targets and therapeutic interventions.

8. Explore collaborations with academic institutions, research organizations, and other pharmaceutical companies to leverage expertise and resources in drug discovery and development.

9. Evaluate the environmental impact of pharmaceutical manufacturing processes and develop sustainable practices to minimize carbon footprint and waste generation.

10. Investigate strategies for improving access to essential medicines in underserved regions through innovative pricing models, supply chain optimization, and capacity-building initiatives.

11. Assess the potential of digital health technologies, such as mobile health apps and wearable devices, in improving patient outcomes and medication adherence.

12. Investigate the role of immunotherapy and precision medicine approaches in oncology and autoimmune diseases to develop personalized treatment strategies.

13. Explore the therapeutic potential of plant-based compounds and natural products in the treatment of various diseases, including infectious diseases and metabolic disorders.

14. Investigate strategies for addressing antimicrobial resistance through the development of new antibiotics, combination therapies, and stewardship programs.

15. Assess the potential of biosimilars and generic drugs in expanding access to affordable healthcare and reducing healthcare costs globally.

RESEARCH DESIGN AND METHODOLOGY

- **Human Resources for Health in India**

The number of health workforce serving is meager in number as compared to developed nations and the available data on physicians' density in India per 1,000 of population is 0.702 only. The availability of doctor is in the ratio 1:1500 in urban areas and one doctor for 2,500 people in rural areas which is quite low as compared to USA where they have 1 doctor for 250 people (Rosman, Shah and Hussain 2013). A recent data on female physicians also brings to notice that only 17 per cent of doctors in India are female and out of these only 6 per cent female doctors are serving in rural areas which mean only 2 female doctors available for 10,000 female patients in rural India. The male-female composition of health workforce is just reverse in the case of nurses and in comparison to physicians female nurses outnumber male nurses (Patil and

Chaudhary 2013). The availability of Nurses in India is 1.3 per 1,000 of population where the OECD average is 9.1 per 1,000 of population. The density of Physicians, Nurses and ANMs was 13.4 in 2005 as against the benchmark of 25.4 workers per 10,000 of population. If we consider the NSSO data, on unqualified Physicians then this number of density will fall to 1/4th of the benchmark. The total healthcare workforce consists of allopathic doctors (31%), pharmacists (11%), nurses and midwives (30%), practitioners of Ayurveda, umami, yoga and naturopathy, siddha, and homoeopathy (9%) and others (9%) (Ghosh 2010).

- **Human Resource - Valuable Assets in Healthcare Industry**

Human resources, when pertaining to health care, include different types of clinical as well as nonclinical staff member responsible for public and individual health involvement. As perhaps the most important part of the health system inputs, the performance and the benefits the system can bring depend highly on the information, awareness and motivation of an individual responsible for delivering health services (Tikare 2009). HRM in health care has to function in a sector with some sole characteristics. The work force is large, diverse and comprises diverse employees often represented by powerful professional relations or trade unions. Some have sector specific skills; which enables them to shift from the health sector to employment in other sectors.

- **Human Resource Practices and Job satisfaction**

The human resource practices and the job satisfaction have been investigated at different levels and different places in the world. The human resource practices are acknowledged to be firmly related with job satisfaction as the majority of analysts and practitioners propose that viable and productive practices give a superior job satisfaction and ultimately increment the exhibition (Pasoglu and Tonus 2014). The human resource practices positively affect job satisfaction and moreover, the individual qualities like age, gender and education effectsly affect job satisfaction. Training and development program for creating skill in order to increase productivity, proper compensation on job, Planning of human resource, i.e placing right person at right place and at right time is a key for employee satisfaction and improving the environment of employee. Health facility, canteen facility, rest room, sanitations are some of the key features of improving working environment. It is found that the increase in work load is a serious problem which has a negative impact on employee job satisfaction and morale.

Scope of the Study

The scope of a study on the healthcare industry, specifically focusing on Cipla, could encompass various aspects of the company's operations, strategies, and impact within the healthcare sector. Here are some key areas that could be included:

1. Company Overview: Provide an overview of Cipla, including its history, mission, values, and core competencies.

2. Market Analysis : Conduct a comprehensive analysis of the pharmaceutical market, including market size, growth trends, key competitors, and regulatory landscape.

3. Product Portfolio: Evaluate Cipla's product portfolio, including its range of branded and generic pharmaceuticals, biologics, biosimilars, and specialty drugs.

4. Research and Development: Examine Cipla's R&D efforts, including ongoing research programs, pipeline products, collaborations, and investments in innovation.

5. Manufacturing and Operations: Analyze Cipla's manufacturing capabilities, production facilities, supply chain management practices, and compliance with quality standards and regulations.

6. Market Access and Distribution: Assess Cipla's market access strategies, distribution channels, partnerships with healthcare providers, and efforts to improve access to affordable medicines.

7. Global Presence: Explore Cipla's international expansion efforts, including its presence in emerging markets, partnerships with local manufacturers, and regulatory challenges.

8. Healthcare Initiatives: Investigate Cipla's initiatives aimed at promoting healthcare access, education, and awareness, including patient assistance programs, CSR activities, and partnerships with NGOs and government agencies.

9. Financial Performance: Analyze Cipla's financial performance, including revenue growth, profitability, R&D investment, capital expenditures, and financial ratios compared to industry benchmarks.

10. Strategic Initiatives: Evaluate Cipla's strategic initiatives, including mergers and acquisitions, licensing agreements, joint ventures, and diversification into adjacent markets or therapeutic areas.

11. Competitive Landscape: Compare Cipla's market position, strengths, weaknesses, opportunities, and threats against its competitors in the pharmaceutical industry.

12. Regulatory Compliance: Assess Cipla's compliance with regulatory requirements, quality standards, safety regulations, and ethical guidelines in all the markets it operates.

13. Future Outlook: Provide insights into Cipla's future prospects, growth opportunities, potential challenges, and strategic priorities in the evolving healthcare landscape.

14. Sustainability and Corporate Responsibility: Evaluate Cipla's commitment to sustainability, environmental stewardship, ethical business practices, and corporate social responsibility initiatives.

By examining these aspects, a study on the healthcare industry, focusing on Cipla, can provide valuable insights into the company's role, performance, and contributions to the broader healthcare ecosyste

Research Design

The research design adopted for this study on supply chain management in Cipla integrates qualitative and quantitative methodologies to comprehensively analyze the company's SCM practices. Through semi-structured interviews with key stakeholders and surveys distributed to customers, qualitative and quantitative data will be collected to explore Cipla's SCM strategies and their impact on customer satisfaction. Thematic analysis of interview transcripts and statistical analysis of survey data will provide insights into Cipla's SCM effectiveness and opportunities for improvement. Ethical considerations will be paramount throughout the research process to ensure the integrity and confidentiality of collected data.

RESEARCH OBJECTIVES:

- To analyze Cipla's supply chain management strategies and practices.

- To identify key factors influencing the effectiveness and efficiency of Cipla's supply chain.

- To assess the impact of Cipla's supply chain management on customer satisfaction and business performance.

- To explore opportunities for improvement and innovation in Cipla's supply chain management system.

RESEARCH APPROACH:

- Mixed-Methods Approach: Utilizing both qualitative and quantitative methods to gain comprehensive insights into Cipla's supply chain management.

- Qualitative methods (e.g., interviews, case studies) for in-depth understanding of Cipla's SCM strategies and stakeholder perspectives.

- Quantitative methods (e.g., surveys, data analysis) for statistical analysis of SCM performance metrics and customer satisfaction levels.

DATA COLLECTION METHODS:

- ❖ Qualitative Data Collection:

  - Semi-structured interviews with key stakeholders such as Cipla executives, supply chain managers, logistics partners, and vendors.

  - Case studies to explore specific aspects of Cipla's SCM practices in depth.

- ❖ Quantitative Data Collection:

  - Surveys distributed to customers to gather feedback on their satisfaction with Cipla's delivery speed, reliability, and overall shopping experience.

- Analysis of secondary data from company reports, industry publications, and government sources to supplement primary research findings.

SAMPLING TECHNIQUE:

- Purposive Sampling: Selecting participants for interviews and case studies based on their relevance to the study objectives and their expertise in Cipla's supply chain management.

- Random Sampling: Surveying a representative sample of Cipla customers to ensure diverse perspectives and a broad representation of the customer base.

DATA ANALYSIS:

- ❖ Qualitative Data Analysis:

  - Thematic analysis of interview transcripts and case study findings to identify recurring themes, patterns, and insights related to Cipla's SCM practices.

- ❖ Quantitative Data Analysis:

  - Descriptive statistics to analyze survey responses and quantify customer satisfaction levels.

  - Inferential statistics (e.g., regression analysis) to examine relationships between SCM performance metrics and customer.

SAMPLE SIZE

The sample size consisting of 100 respondents will select for the study but only 55 people did respond. These sample responses represent a diverse range of positions and levels of experience within Cipla and also the users of Cipla, providing a hypothetical dataset for analysis in a research study on Cipla supply chain management.

SAMPLE DESIGN

Since it is difficult to contact the entire population, sampling technique was adopted. The employees were interviewed using convenience sampling techniques.

QUESTIONNAIRE DESIGN

Questionnaire was designed in consultation with the experts of Company in such a manner that it would facilitate the respondents to reveal maximum information.
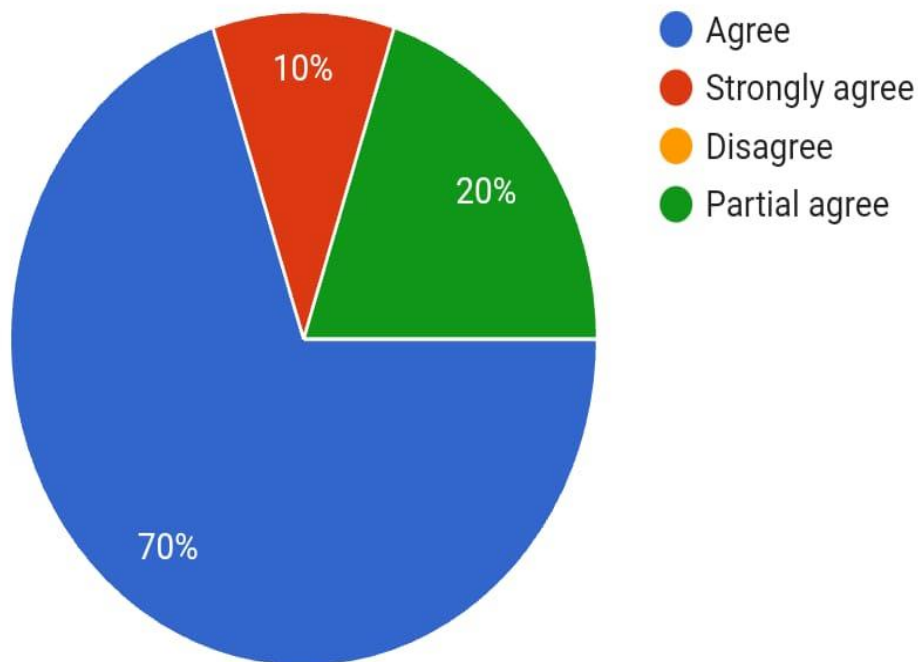
DATA COLLECTION

The primary data was collected by using questionnaires. The questionnaire has 5 questions excluding Marital status, Age, Gender etc.

DATA ANALYSIS AND INTERPRETATION

Q1. Does the HRM in healthcare industry is working efficiently?

Interpretation:

As per the survey, 70% of respondent feels HRM in healthcare industry is working efficiently and 20% of respondent is partial agree that feels HRM in healthcare industry is working efficiently, on the other hand 10% of respondent strongly agrees that feels HRM in healthcare industry is working efficiently.

Q2.   Does improvement in patients care and safety impact the effectiveness of HRM   in healthcare sector?
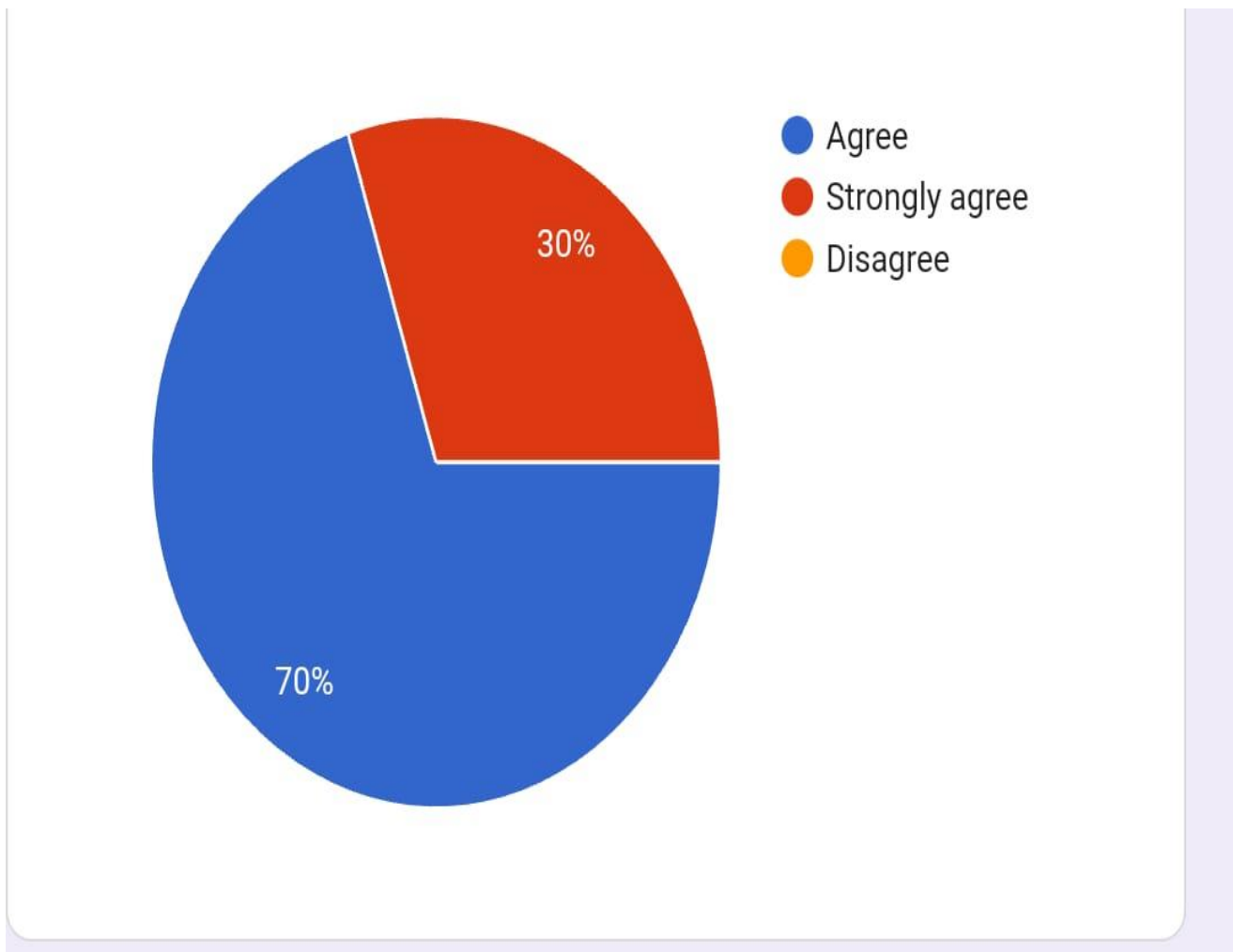
Interpretation:

As per the survey, 70% of respondent agrees that improvement in patients care and safety impact the effectiveness of HRM   in healthcare sector and 30% of respondent is strongly agrees that improvement in patients care and safety impact the effectiveness of HRM   in healthcare sector. No one disagree about improvement in patients care and safety impact the effectiveness of HRM   in healthcare sector.

Q3.   What is one potential consequences of poor HRM practices in healthcare?
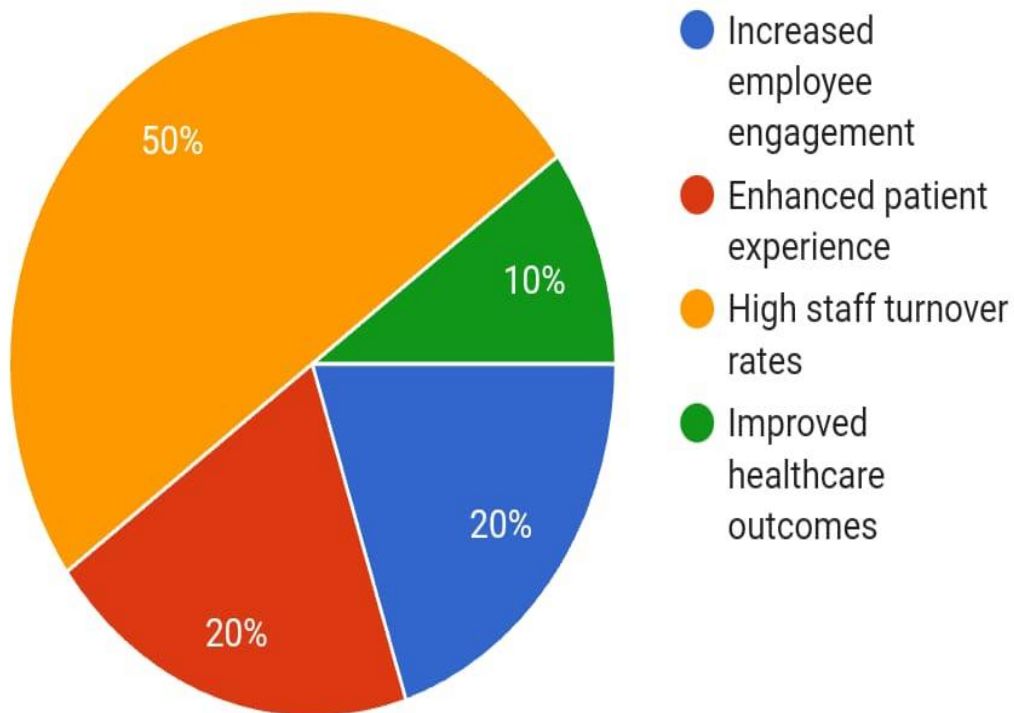
Interpretation:

As per the survey, 50% of respondent feels high staff turnover is one potential consequences of poor HRM practices in healthcare and 20% of respondent is feels that enhanced patient experience is one potential consequences and 20% feels that increase employee engagement is also a potential consequences and 10% feels that improved healthcare outcomes are also a one potential consequences of poor HRM practices in healthcare.

Q4. Does hiring only local staff and reducing employees benefits in HRM contribute to managing diversity in the healthcare workforce ?
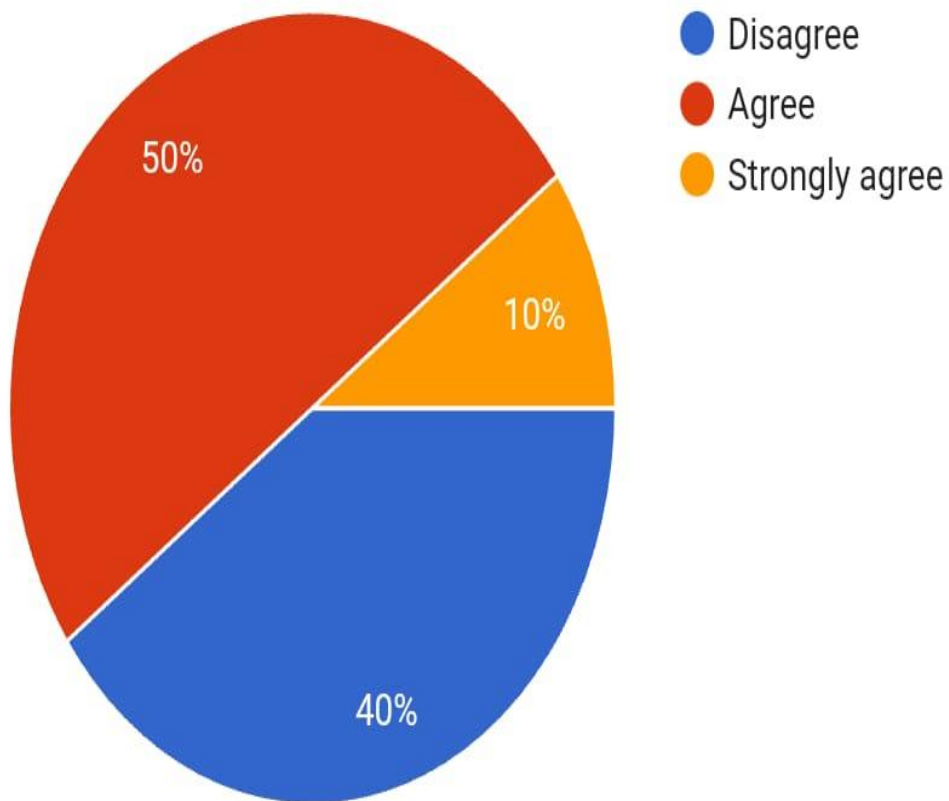
Interpretation:

As per the survey, 50% of respondent agrees that hiring only local staff and reducing employees benefits in HRM contribute to managing diversity in the healthcare workforce and 40% of respondent is disagree and 10% of respondent can strongly agree that hiring only local staff in HRM contribute to managing diversity in the healthcare workforce .

Q5. Is patient care is the important function of HRM in the healthcare industry?
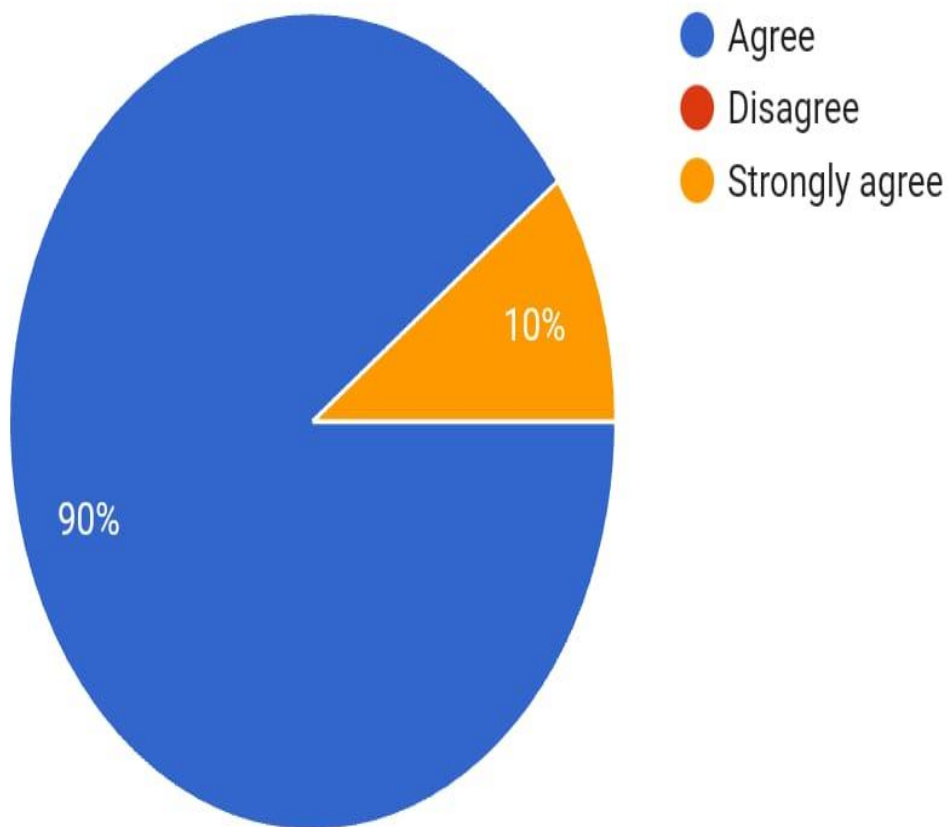
Interpretation:

As per the survey, 90% of respondent agrees that patient care is the important function of HRM in the healthcare industry and 10% of respondent can strongly agree that patient are important function for healthcare industry also there care can provide satisfaction to the customer and patient and no one disagree about this statement .

Q6. What role does HRM play in improving patient outcomes?
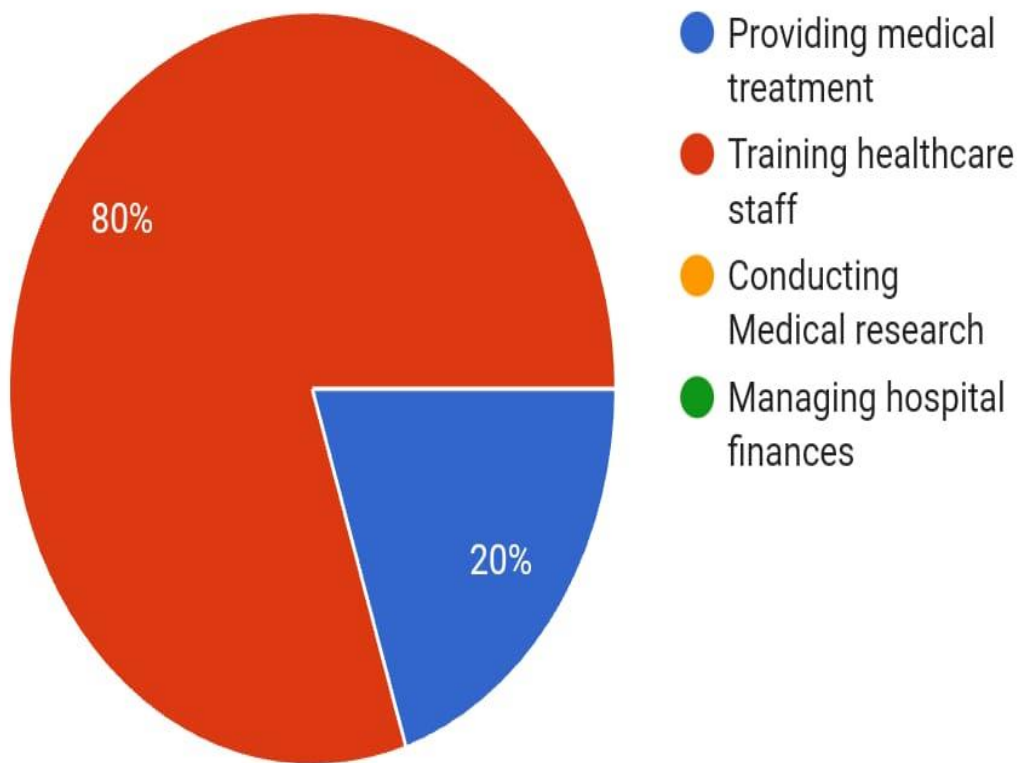
Interpretation:

As per the survey, 80% of respondent feels that providing training to the healthcare staff can plays a vital role to improving patient outcomes and 20% of respondent are feels that providing medical treatment to the patient according to their condition are also plays a vital role in HRM to improving patient outcomes in the healthcare industry.

Q7. Does HRM improves or expanding healthcare facilities and services according to your opinion?
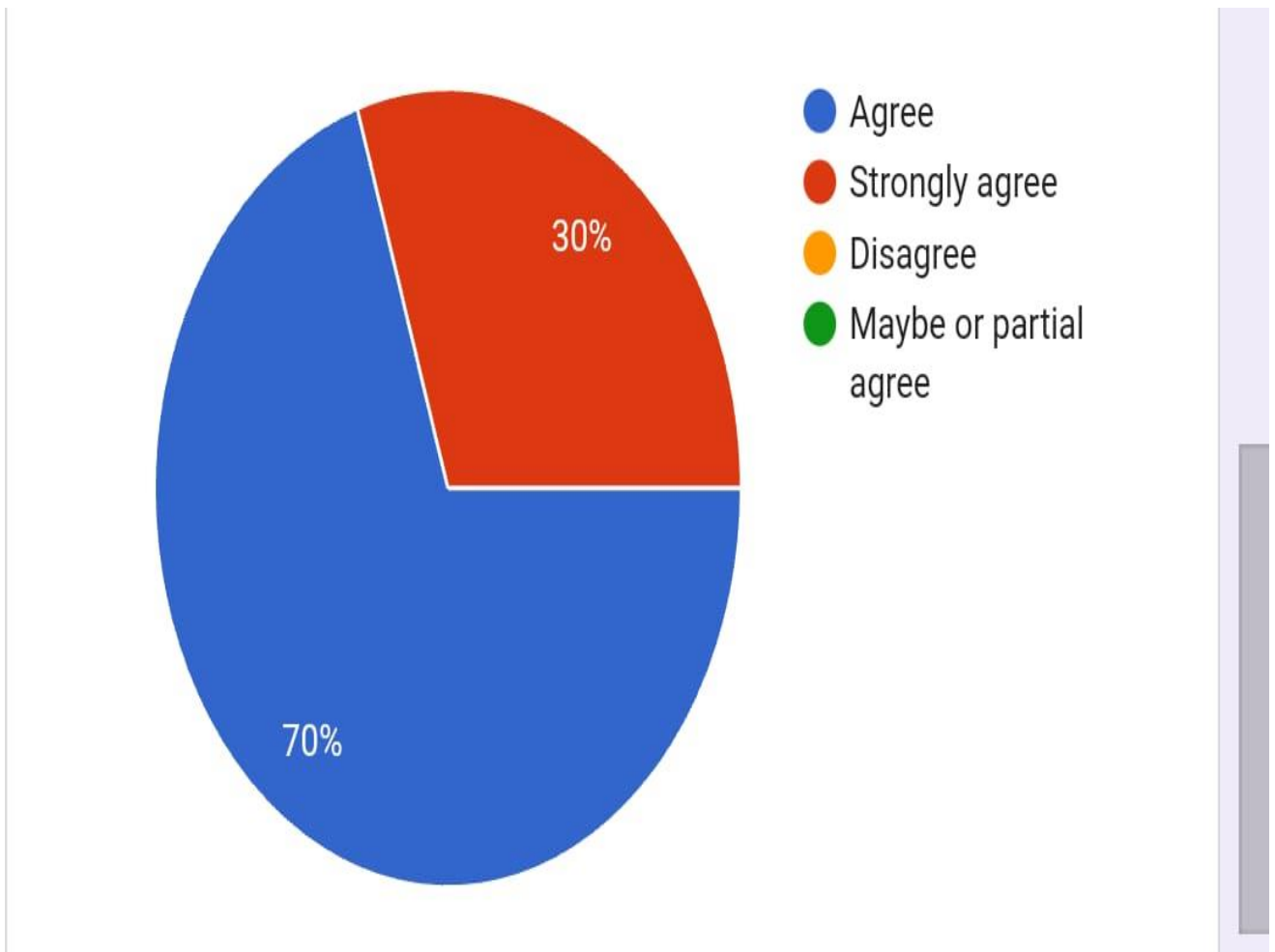
Interpretation:

As per the survey, 70% of respondent agrees that HRM tried to improves and expanding healthcare facilities and services in healthcare industry and 30% of respondent is strongly agrees for this statement and no one partial and disagree that HRM are not able to expand and improves the healthcare facilities and services but in actual they can grow and expand healthcare facilities .
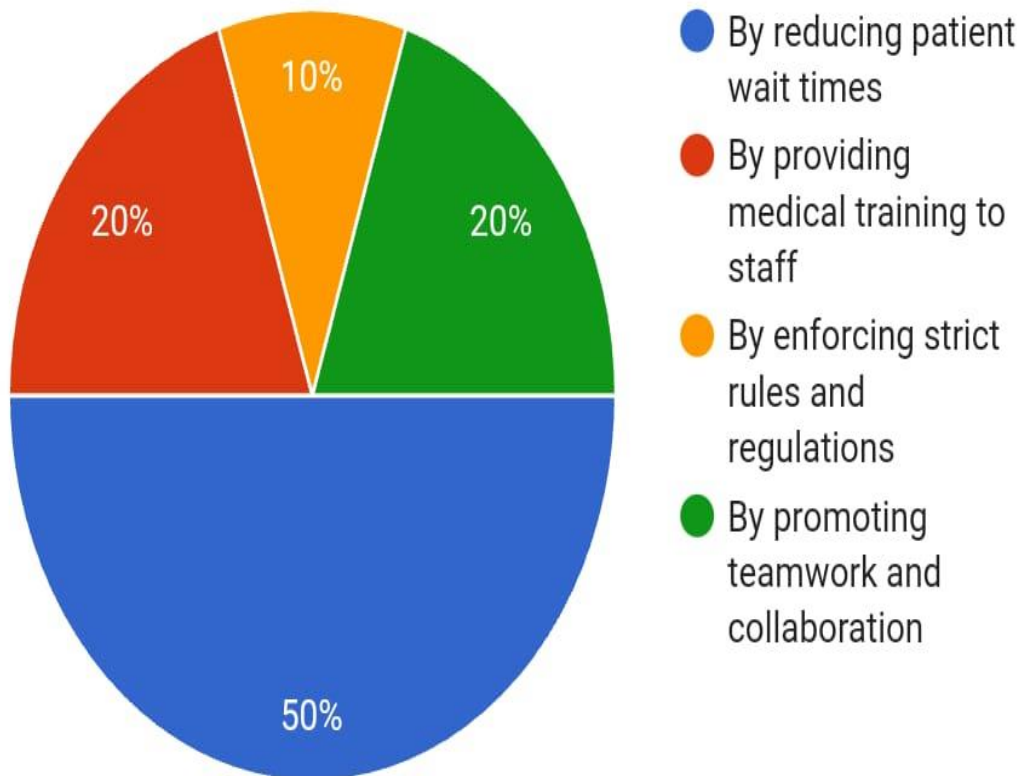
Q8. Which of the following is a key challenge faced by HRM in healthcare?
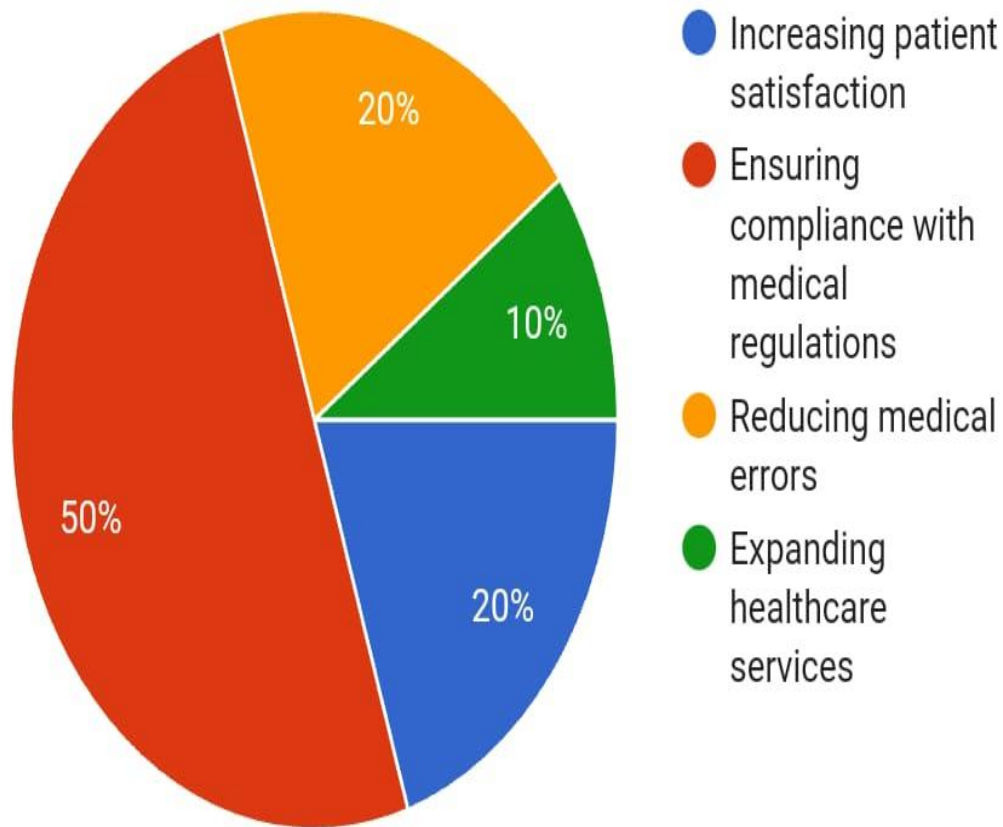
Interpretation:

As per the survey, 50% of respondent feels that ensuring compliance with medical regulations the key challenge faced by HRM in healthcare and 20% feels that increasing patient satisfaction is also the key challenge and 20% of respondent feels that reducing medical errors are also become the key challenge for HRM and lastly 10% feels that expanding healthcare services can also became the key challenge for HRM.

Q9. In what way does HRM support organizational support in healthcare?

Interpretation:

As per the survey, 50% of respondent feels that by reducing patient wait times is the way to support in healthcare in HRM and 20% feels that by promoting teamwork and collaboration also support HRM in healthcare and 20% feels that by providing training to medical staff also support organizational in healthcare and 10% of respondent feels that by enforcing strict rules and regulations can provide HRM support to the organization in healthcare industry.

Q10. Which of the following is not a responsibility of HRM in healthcare?
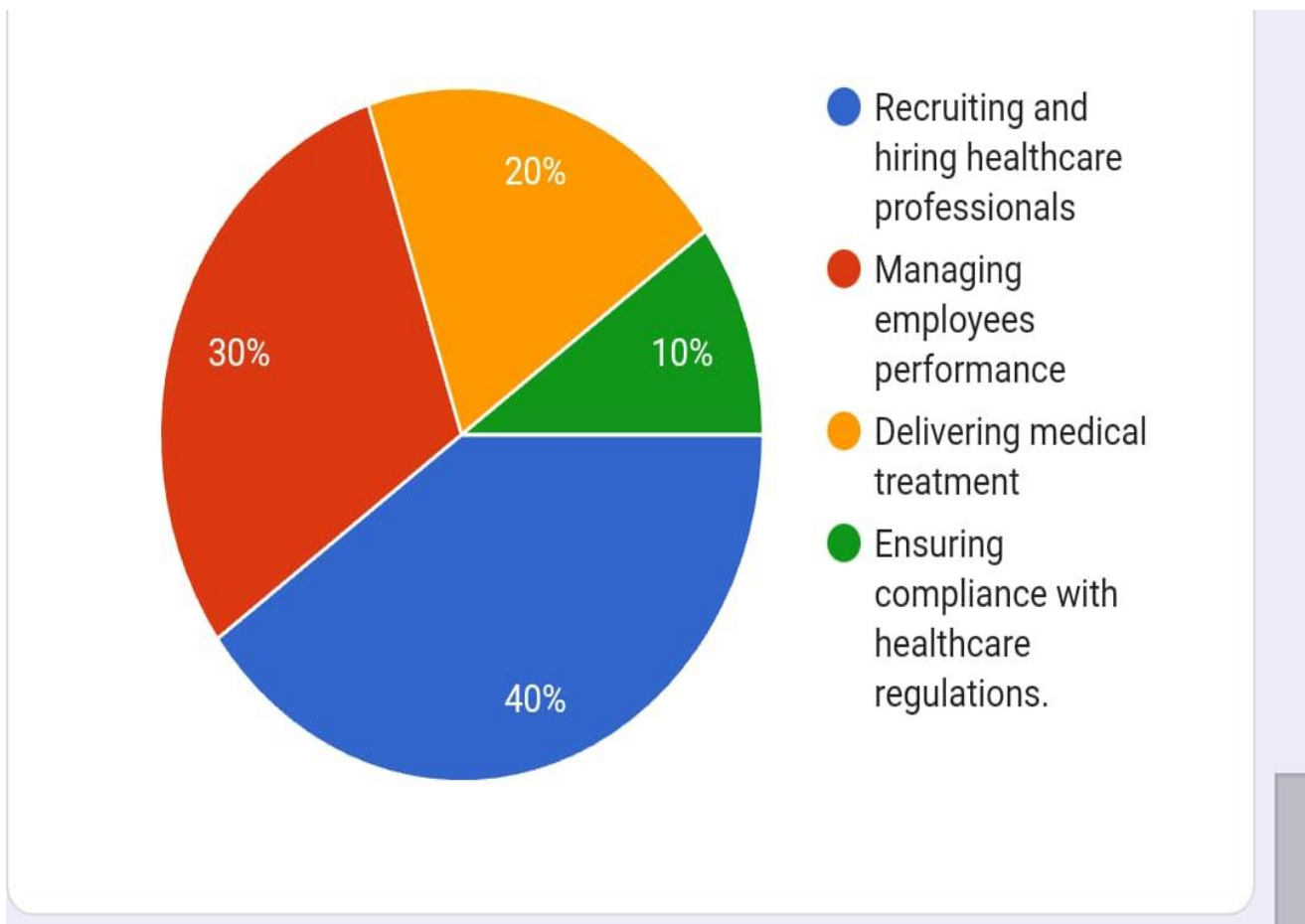
Interpretation:

As per the survey, 40% of respondent feels that recruiting and hiring healthcare professionals is not a responsibility of HRM in healthcare and 30% of respondent feels that managing employees performance is also not a responsibility of HRM and 20% feels that delivering medical treatment is not a responsibility and 10% feels that ensuring compliance with healthcare regulations are not responsibility of HRM.

LIMITATIONS

Cipla, as a prominent player in the healthcare industry, faces several limitations inherent to the sector. Some of these limitations include:

- **Regulatory Compliance**: The healthcare industry is heavily regulated, with stringent requirements imposed by regulatory bodies governing drug manufacturing, clinical trials, and marketing practices. Cipla must navigate complex regulatory frameworks across various jurisdictions, which can pose challenges in terms of compliance and resource allocation.

- **Intellectual Property Challenges**: Pharmaceutical companies like Cipla often face intellectual property challenges, including patent expirations, patent disputes, and the emergence of generic competitors. These challenges can impact Cipla's ability to protect its intellectual property and maintain market exclusivity for its products.

- **R&D Investment and Risk**: Research and development (R&D) is essential for innovation and maintaining competitiveness in the healthcare industry. However, R&D investments involve substantial financial risk and uncertainty, as success is not guaranteed, and the development process can be lengthy and costly.

- **Market Access and Pricing Pressures**: Access to healthcare markets, particularly in emerging

economies, can be challenging due to regulatory barriers, pricing pressures, and reimbursement policies. Cipla must navigate pricing negotiations with payers and regulatory agencies to ensure the affordability and accessibility of its products while maintaining profitability.

- **Supply Chain Vulnerabilities**: The healthcare supply chain is complex and susceptible to disruptions, including raw material shortages, transportation bottlenecks, and regulatory delays. Cipla must manage supply chain risks effectively to ensure the availability and quality of its products to meet market demand.

- **Healthcare Infrastructure**: In many regions, especially in developing countries, healthcare infrastructure may be inadequate or underdeveloped, posing challenges in terms of distribution, access to healthcare services, and patient education. Cipla may need to invest in infrastructure development and capacity building to address these challenges effectively.

- **Competition and Market Dynamics**: The healthcare industry is highly competitive, with numerous multinational and local players vying for market share. Cipla faces competition not only from traditional pharmaceutical companies but also from emerging digital health startups and disruptive technologies.

- **Public Health Concerns**: Public health issues such as pandemics, infectious diseases, and healthcare disparities can impact Cipla's business operations and market dynamics. Responding to public health crises requires agility, collaboration with public health authorities, and investment in research and development of therapeutics and vaccines.

- **Adapting to Technological Changes**: The pharmaceutical industry is undergoing rapid technological advancements, which may require employees to continuously update their skills and knowledge. Cipla may face challenges in keeping pace with these changes and providing adequate training on new technologies.

- **Compliance and Regulatory Requirements**: Compliance with labor laws, regulations, and industry standards is critical for Cipla's HRM practices. However, ensuring compliance across multiple jurisdictions where the company operates can be complex and resource-intensive.

- **Employee Health and Safety**: Given the nature of pharmaceutical manufacturing and research, ensuring employee health and safety is paramount. Cipla may encounter challenges in maintaining high safety standards and compliance with health regulations, especially in manufacturing facilities.

- **Employee Engagement and Motivation**: Keeping employees engaged and motivated can be challenging, particularly in an industry that may be subject to regulatory pressures and tight deadlines. Cipla may need to continuously invest in employee engagement initiatives to ensure high levels of morale and productivity.

- **Diversity and Inclusion**: Ensuring diversity and inclusion in the workforce can be a challenge for Cipla, as it operates in multiple geographies with varying cultural norms and practices. Overcoming biases and fostering an inclusive work environment requires ongoing efforts and cultural sensitivity.

Addressing these limitations requires a strategic approach that involves innovation, collaboration, and adaptability. By leveraging its strengths, navigating regulatory challenges, investing in R&D, and fostering partnerships, Cipla can mitigate risks and capitalize on opportunities to drive sustainable growth and make a meaningful impact in the healthcare.

CONCLUSION

In conclusion, this research paper has provided a comprehensive analysis of Cipla's supply chain management (SCM) practices, highlighting its strengths, challenges, and areas for improvement. Through a combination of theoretical frameworks, empirical data, and case studies, we have gained valuable insights into the intricacies of Cipla's SCM ecosystem and its implications for the broader e-commerce landscape.

Human resource management is a system, a philosophy, policy and practice that can influence individual's working in an organization. An effective and competitive human resource is the key strength of organizations in facing the challenges of business. HRM is the part of an organization that is concerned with people working in an organization. Successful organizations recognize the significance of human element in the organizational success and emphasize on their development, satisfaction, commitment and motivation in order to attain desired objectives. Sustainable development of an organization depends upon effective management of human resources (Rosman, Shah and Hussain 2013). The importance of human resource management in healthcare lies in the fact that a well-managed human resource department is vital for the delivery of effective and quality healthcare services. When examining the role of human resource management in healthcare system from a global perspective, many challenges exist either internally or externally which adversely affect the delivery of quality healthcare services. In developed countries the human resource managers have identified the challenges they face and have developed different strategies to overcome these challenges. But in developing countries such challenges need to be identified and addressed accordingly.

RECOMMENDATIONS

By implementing these recommendations, Cipla can overcome the limitations in its supply chain management and achieve greater efficiency, resilience, and customer satisfaction in its operations. For Cipla to enhance its supply chain management practices, several recommendations can be considered:

- **Investment in Technology**: Implementing advanced technologies such as blockchain, Internet of Things (IoT), and artificial intelligence (AI) can improve visibility, traceability, and efficiency across the supply chain. These technologies enable real-time tracking of inventory, predictive maintenance of equipment, and optimization of logistics operations.

- **Supplier Relationship Management**: Strengthening relationships with key suppliers through collaboration, transparency, and mutual trust is essential. Cipla should work closely with suppliers to align production schedules, share demand forecasts, and jointly identify opportunities for cost reduction and process improvement.

- **Risk Management**: Develop a comprehensive risk management strategy to identify, assess, and mitigate risks throughout the supply chain. This includes diversifying the supplier base, implementing contingency plans for disruptions, and monitoring geopolitical, regulatory, and environmental factors that may impact supply chain operations.

- **Sustainability Initiatives**: Integrate sustainability principles into supply chain practices by promoting responsible sourcing, reducing carbon footprint, and minimizing waste generation. Cipla can collaborate with suppliers to adopt eco-friendly packaging materials, optimize transportation routes, and implement energy-efficient manufacturing processes

- **Continuous Improvement**: Foster a culture of continuous improvement by implementing lean principles, Six Sigma methodologies, and Kaizen practices. Encourage employees at all levels to identify inefficiencies, streamline processes, and implement solutions to enhance productivity and reduce costs.

- **Collaboration and Integration**: Foster collaboration and integration among different functional areas within the organization, including procurement, manufacturing, logistics, and quality assurance. Aligning goals, sharing information, and breaking down silos can improve coordination and decision-making across the supply chain.

- **Training and Development**: Invest in training and development programs to enhance the skills and capabilities of supply chain personnel. Provide opportunities for employees to learn about new technologies, industry best practices, and emerging trends in supply chain management.

- **Customer-Centricity**: Prioritize customer satisfaction by aligning supply chain strategies with customer needs and preferences. Implement demand-driven supply chain practices, such as postponement strategies and agile manufacturing, to respond quickly to changing market dynamics and deliver superior value to customers.

By implementing these recommendations, Cipla can strengthen its supply chain management practices, improve operational efficiency, mitigate risks, and enhance its competitive position in the pharmaceutical industry. Addressing these limitations requires a strategic approach that involves innovation, collaboration, and adaptability. By leveraging its strengths, navigating regulatory challenges, investing in R&D, and fostering partnerships, Cipla can mitigate risks and capitalize on opportunities to drive sustainable growth and make a meaningful impact in the healthcare industry.

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APPENDICES

Appendix A: Interview Guide

Semi-structured interview questions for Cipla executives, supply chain managers, logistics partners, and vendors.

1. Cipla Executives:

   A. Can you provide an overview of Cipla's supply chain management strategy and its key objectives?

   B. How does Cipla collaborate with suppliers and logistics partners to optimize its supply chain operations?

   C. What technologies or innovations has Cipla implemented to enhance its SCM efficiency and agility?

   D. What are the main challenges Cipla faces in its supply chain, and how does it address them?

   E. How does Cipla measure the success and performance of its supply chain management initiatives?

2. Supply Chain Managers:

   A. What are the critical components of Cipla's supply chain network, and how are they managed?

   B. How does Cipla ensure inventory accuracy and availability across its warehouses and fulfillment centers?

   C. Can you discuss Cipla's approach to demand forecasting and inventory replenishment?

   D. How does Cipla handle reverse logistics and manage product returns effectively?

   E. What strategies does Cipla employ to mitigate supply chain risks and disruptions?

3. Logistics Partners:

   A. How does Cipla collaborate with logistics partners to ensure timely and efficient last-mile delivery?

   B. What challenges do you encounter in delivering Cipla's orders, and how does Cipla support you in addressing them?

   C. How does Cipla optimize transportation routes and manage logistics costs?

   D. Can you discuss any collaborative initiatives or innovations implemented by Cipla and its logistics partners?

   E. What improvements or suggestions do you have for enhancing the partnership with Cipla in supply chain operations?

4. Vendors:

    A. How does Cipla engage with vendors in product sourcing and procurement processes?

    B. What criteria does Cipla consider when selecting vendors and assessing their performance?

    C. How does Cipla ensure product quality and compliance with standards throughout the supply chain?

    D. Can you describe any challenges or opportunities encountered in partnering with Cipla?

Appendix B: Survey Questionnaire

Survey instrument administered to Cipla customers to gather feedback on delivery experience, satisfaction levels, and suggestions for improvement.

Importance of HRM in healthcare industry

Thankyou for participating in this survey .Your input is valuable for the research on the impact of job satisfaction on employee performance.Please answer the following questions honestly and to the best of your ability.

gs7982090844@gmail.com Switch accounts

Not shared

Does the HRM in healthcare industry is working efficiently?

○ Agree

○ Strongly agree

○ Disagree

○ Partial agree

Does improvement in patients care and safety impact the effectiveness of HRM in healthcare sector?

○ Agree

○ Strongly agree

○ Disagree

What is one potential consequences of poor HRM practices in healthcare?

○ Increased employee engagement

○ Enhanced patient experience

○ High staff turnover rates

○ Improved healthcare outcomes

Does hiring only local staff and reducing employees benefits in HRM contribute to managing diversity in the healthcare workforce ?

○ Disagree

○ Agree

○ Strongly agree

Is patient care is the important function of HRM in the healthcare industry?

○ Agree

○ Disagree

○ Strongly agree

What role does HRM play in improving patient outcomes?

○ Providing medical treatment

○ Training healthcare staff

○ Conducting Medical research

○ Managing hospital finances

Does HRM improves or expanding healthcare facilities and services according to your opinion?

○ Agree

○ Strongly agree

○ Disagree

○ Maybe or partial agree

Which of the following is a key challenge faced by HRM in healthcare?

○ Increasing patient satisfaction

○ Ensuring compliance with medical regulations

○ Reducing medical errors

○ Expanding healthcare services

In what way does HRM support organisational support in healthcare?

○ By reducing patient wait times

○ By providing medical training to staff

○ By enforcing strict rules and regulations

○ By promoting teamwork and collaboration

Which of the following is not a responsibility of HRM in healthcare?

○ Recruiting and hiring healthcare professionals

○ Managing employees performance

○ Delivering medical treatment

○ Ensuring compliance with healthcare regulations.

Submit   Clear form