



HOSPITAL OPERATIONS

+HEALTHBRIDGE-



+ About HealthBridge

HealthBridge is a Management Consulting company focused on the healthcare sector. We are headquartered in Mumbai, with branch offices in Delhi and Bangalore.

HealthBridge brings comprehensive expertise for solving our partners' most critical business challenges. We bring an understanding of best practices from health systems and other industries across the globe to help our partners achieve superior clinical results and exceptional business performance.



+ Our focus on hospital operations

Healthcare providers in emerging markets are under significant and increasing pressure to deliver high quality and patient-friendly services at an affordable price. This is principally because almost all costs associated with care delivery (other than labour) are on par with global rates even though ability to pay is relatively low.

As a result, inefficiencies in utilisation of capital assets and operating equipment have a disproportionate negative impact on business performance, clinical quality and growth.

HealthBridge recognizes that achieving efficiency in core operations is therefore a survival necessity for most hospitals; as a result, we focus on optimizing your largest revenue and cost drivers to deliver maximum value for your organisation.



+ Indicative areas covered

What drives revenues?

- Efficient admission, discharge and bed management
- Efficient OT utilisation
- Efficient OPD, imaging and diagnostic utilisation
- Marketing and new product development

What drives costs?

- Procurement
- Supply chain management
- Energy management
- Manpower organisation

+ Our approach

We use a methodical and rigorous approach to help hospitals achieve high levels of clinical and business performance. We begin with a thorough assessment of your overall strategy and largest revenue and cost drivers. Based on our findings, we then develop an improvement program and partner with your staff onsite to drive operational efficiencies.

The Hospital Diagnostic

The Hospital Diagnostic is a unique product developed by HealthBridge to assess and benchmark a hospital's performance and use of best practices. We request standard revenue and cost data from your organization, and follow up with a 2-3 day site visit to evaluate operations on the ground and hold discussions with key hospital leaders. The diagnostic allows us to identify the top operational challenges, ascertain the value at stake for the hospital, and assess the organisation's readiness for change.

A comprehensive roadmap for improvement

Findings from the diagnostic and our recommendations are shared with hospital leadership. Based on a mutual understanding of key improvement areas, we construct a comprehensive operations improvement program and a roadmap for implementation. We overinvest in creating alignment among key leaders and stakeholders so that the improvement program receives maximum support within the organisation.

Onsite implementation support

We bring an implementation mindset and are present onsite with your staff to drive improvement initiatives. HealthBridge works with your team and leaders as peers and partners, forming trust-based relationships based upon the highest ethical and business standards. Our implementation support ensures that your organisation realises superior and sustained results.

+ Some of our sample offerings

We work with hospitals in areas that create maximum value - in the form of better financial performance, operational efficiency, and patient experience. Some of our offerings include:

Workflow Redesign

Hospital workflows are complex processes involving inter-relationships and interdependencies between clinical and administrative staff, patients, technology and policies. Inefficient workflows lead to patient delays, redundant staff work, and ultimately poorer financial outcomes. We conduct a comprehensive redesign of core clinical and non-clinical processes including admission-discharge-transfer, OT, emergency department and housekeeping. We focus on incorporating best practices and emerging technologies to streamline hospital workflows, reduce operating costs, and improve patient and staff satisfaction.

Higher Asset Utilization

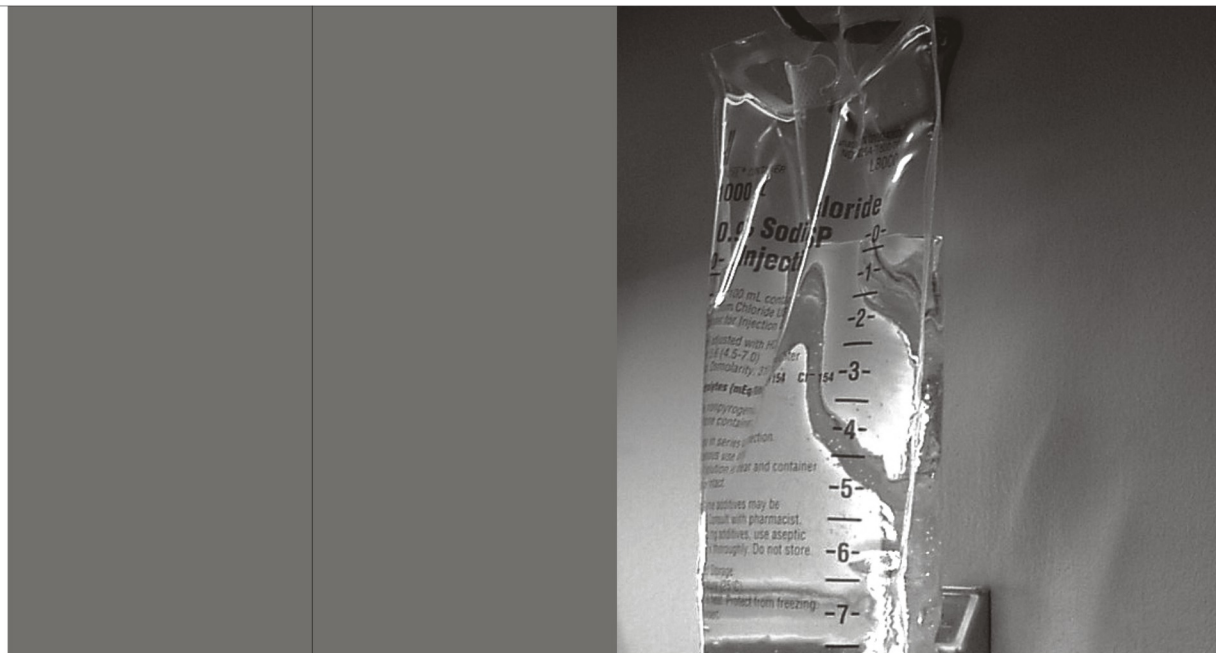
Hospitals typically make substantial investments in clinical assets to improve service quality and their market position. However, these assets are often under-utilised and do not achieve their full return on investment. We assist hospitals in developing innovative marketing and outreach strategies to increase utilization of their core clinical assets including OPD clinics, OTs, imaging and diagnostic services. We also redesign patient and workflow processes to increase throughput and optimise utilization of existing capacity.

Supply Chain Management

Supply costs can account for as much as 30 percent of a hospital's total operating expenses. Optimizing supply chain management at hospitals can deliver substantial savings. We apply lean principles and best practices to streamline total inventory, reduce purchasing spend, increase staff productivity, and maximise space utilization.

Organizational Restructuring and Manpower Rationalization

Manpower costs are typically one of the largest cost heads for hospitals. It is essential that hospitals develop the right complement of clinical and managerial manpower within an organisational structure that ensures accountability and fosters a strong performance culture. Our offerings include manpower rationalisation, clinical staff & physician management, organizational restructuring, incorporation of HR best practices and performance management.



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To learn more about HealthBridge and our Hospital Operations offerings, please contact:
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