

## Value Proposition in Patient Care

Name

Institution

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The value proposition is a business or management term that denotes the benefits that are offered by an organization or a firm's services or products. In other words, the benefits may entail profits or conveniences derived from the services or products. The subject of value proposition mostly concerns organizational behavior or strategies to address customer needs. Overall, the value proposition is the prediction or assurance of value to be delivered, and the belief customers have of experiencing and receive the intended value. The practice of value proposition is common among various industries (Hussey, Wertheimer & Mehrotra, 2013). In the recent past, the trend has been extended to the health care system thus prompting most providers to keep up with the pace. Most institutions have not adopted yet the modern value propositions methods that aim at improving care in the sector and increasing profits in most for-profit organizations and institutions. Therefore, it is against this backdrop that the paper seeks to examine and suggest best value proposition methods for Paradise Hospital. Subsequent paragraphs will cover the meaning of value added services, identify functional areas and identify specific areas where value can be added by the top management of the hospital.

Health care system comprises of many players who are competing for patients and clients. In this light, providers strive to win over as many clients and patients as possible. To achieve this, providers in the sector employ various methodologies to help them stand out among their rivals. Businesses that stand out in the competition are said to have a stronger competitive advantage over the others. Mostly, the focus is always on clients and patients in need of health care services. Thus, studies have revealed that value proposition forms the basis of a strong competitive advantage. Additionally, Paradise Hospital should focus on improving and introducing new unrivaled practices in the health sector to lead the pack.

Patient care services comprise of numerous activities that aim at improving patient safety, care and quality of services in the health sector. Services in the health system include patient diagnosis, treatment, prescription, and management of health records. Value addition to these services is bound to reduce the numerous accidents and procedures that threaten the lives of patients. Also, value proposition should aim at improving working conditions for health care staff to reduce biased perceptions towards employees (Hussey, Wertheimer, & Mehrotra, 2013). Technological advancement has facilitated the emergence of the internet economy. Consequently, this has prompted players in the sector to innovate new methodologies to promote value addition in the health care system.

Value addition inpatient services are crucial in ensuring quality service delivery and increased profits among health care providers. The value proposition inpatient services tend to give direction in service delivery. This implies that the target or ideal audience is defined from the start. Empirical evidence has shown that a defined audience is bound to improve care by understanding the evolving needs of the patients. Essentially, it is clear that a clear proposition tends to save time, efforts and money that can be channeled to other useful projects. The value proposition is also important because it tends to promote or create focus (Naylor, Bowles, McCauley, Maccoby, Maislin, Pauly & Krakauer, 2013). In this light, propositions normally help with meet patient needs through identification of profound activities and initiatives of the business. Therefore, it helps define individuals, purpose, and the procedure that will be used in delivering and creating value for patients and customers.

The value proposition is also beneficial in breeding confidence among stakeholders in the health sector. Actions that yield results among patients and customers tend to breed confidence among service providers. Confident employees are bound to be innovative thus enhancing

service delivery in the health sector. Additionally, value addition in the health sector is believed to improve customer engagement and understanding (Coorevits, Sundgren, Klein, Bahr, Claerhout, Daniel & De Moor, 2013). The result of the engagement is that providers can receive feedback from the clients and improve on weak areas. Therefore, this process should employ friendly tactics to encourage clients to find your services from a diverse pool of services. In the end, customers tend to enjoy products and services provided while health care providers reap huge profits from the services and products delivered.

Another importance of value addition is that it helps provide clarity of business value. In fact, this purpose has proved viable when dealing with competitors. The proposition framework tends to convince not only patients of your unrivaled services but also a description of the services on offer. Additionally, value addition also increases the effectiveness of marketing the services and products of the institution. It achieves this purpose by focusing on activities that are bound to yield maximum results in the health sector. Marketing is improved when the organization understands the target audience and their needs. Perhaps, this is bound to identify the most appropriate channel to communicate advantages and benefits of the services and products to customers (Hussey, Wertheimer, & Mehrotra, 2013).

Conducting a SWOT analysis is one way of identifying functional areas that require changes in the hospital. Now that value proposition entails seeking competitive advantage in the market analyzing the strengths, weaknesses, opportunities and threats would be an appropriate method for identifying key areas. Strengths of the hospital would entail the unrivaled services that the hospital is currently providing to its clients. This could be the use of sophisticated medical equipment or certified and highly trained medical professionals. Its weaknesses could be that the hospital is experiencing staff shortages thus hindering operations in and service delivery

to its clients (Naylor, et al., 2013). These elements comprise internal factors that affect hospital operations.

External indicators entail opportunities and threats that face the hospital regarding operations and service delivery. Opportunities could refer to those external factors that favor service delivery to patients. Essentially, these could refer to machines that the hospital possesses that other hospital lack that could be used in managing certain conditions (Hussey, Wertheimer, & Mehrotra, 2013). For example, modern oncology equipment for handling cancer patients could be an advantage over the others. Threats entail those services offered by other institutions that Paradise Hospital lack

Customer adoption rates can be measured using Gain/Pain Ratio which focuses on establishing the flexibility clients have towards adopting services and products on offer. Also, the hospital can employ online surveys to receive feedback regarding services and products on offer. These are some of the most appropriate feedback mechanisms for the hospital to use to identify functional areas that necessitate changes.

In a bid to add value in Paradise Hospital, the management the management ought to adopt the use of electronic health records. Interoperability of data in the health sector is a major challenge. The hospital should ensure compatibility of data among all the departments that are charged with management of health records. Interoperability ensures that patient information in electronic health records is transferable to improve patient care. Another area of importance is an online presence (Aiken, Sloane, Bruyneel, Van den Heede, Sermeus & RN4CAST Consortium, 2013). The hospital should invest in the online marketing of its services and products. It could be achieved through the creation of websites that promote instant engagement and feedbacks to the hospital. Social media platforms such as the use of Facebook and Twitter accounts are bound to

improve the online presence of the hospital. It is worth noting that advancement in technology has caused a shift to the internet economy. This implies that most patients and clients resort to the internet for detailed information regarding a service or product. Therefore, the hospital should ensure that its websites and other online accounts are engaging to ensure that the needs of customers are addressed (Naylor, et al., 2013).

The hospital should also provide comprehensive care. In this age, patients and clients are concerned about their health more than ever. Accordingly, patients go to the greater extent to find information that is useful for their health. Therefore, the hospital should introduce refresher courses coupled with continuous medical education to update their staff with the current needs of patients (Naylor, et al., 2013). The traditional value proposition focused on treatment and not follow ups. The hospital should focus on follow-ups to ensure adequate service delivery to their clients. Research and development should be the other area of the value proposition. Most hospitals hardly focus on this segment of operations. Modern medicine thrives on the tenets of evidenced based medicine which is dependent on research. Investing heavily in research is bound to improve services in the hospital and in turn attract patients for evidence-based services.

In conclusion, it is evident that value proposition in hospitals is crucial in ensuring quality service delivery and improved patient care. Consequently, hospitals also stand to benefit or increase profits because patients and clients are attracted in hospitals that major in providing evidence-based services. Accordingly, the needs of patients and their desire to be in charge of their health is paramount in designing programs and value propositions that aim at improving services in the health care system.

## References

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