

A Study on Strategizing and Implementing Outpatient Department Services in a Newly Established Healthcare Facility.

Introduction:

The establishment of a new healthcare facility presents a unique set of challenges and opportunities, particularly in the strategic planning and implementation of outpatient department (OPD) services. In this study, we delve into the complexities of this process, focusing on Fortis Hospital, Manesar, to explore how OPD services can be effectively strategized and executed to ensure optimal patient care and operational efficiency.

Research Question:

How can OPD services be strategically planned and implemented in a newly established healthcare facility such as Fortis Hospital, Manesar?

Objective:

This study aims to investigate the strategies and methodologies for planning and executing OPD services in Fortis Hospital, Manesar, with the overarching goal of enhancing patient care and operational effectiveness.

Hypothesis:

We hypothesize that employing a comprehensive strategic approach, along with effective implementation strategies, will lead to improved patient outcomes and enhanced operational efficiency in the OPD of Fortis Hospital, Manesar.

Materials and Methods:

Study Design:

A mixed-methods approach will be utilized, incorporating both qualitative and quantitative methodologies to gain comprehensive insights into the strategizing and implementation of OPD services.

Settings:

The study will be conducted at Fortis Hospital Manesar, a newly established healthcare facility located in the suburban region of Manesar, Haryana, India.

Study Population:

Participants will include population of Manesar.

Duration:

The research will span over 3 months, commencing from 1/04/2024 to 30/06/2024.

Estimated Sample:

A sample size of 250 participants will be targeted, comprising population of Manesar.

Sampling Technique:

Convenience sampling will be employed to select participants based on their availability and willingness to participate.

Data Collection Procedure:

Data will be collected through semi-structured surveys. Surveys will involve population of Manesar.

Operational Definition:

Operational definitions will be established for key variables such as patient satisfaction, operational efficiency, and quality of care to ensure consistency in data collection and analysis.

Data Analysis:

Quantitative data will be subjected to descriptive and inferential statistical methods.

Ethical Consideration:

Informed consent will be obtained from all participants, and data confidentiality will be strictly maintained.

Implications of Research:

The study findings are anticipated to offer valuable insights and recommendations for healthcare administrators and policymakers involved in OPD services planning and implementation. The research outcomes will contribute to enhancing patient care, improving operational efficiency, and optimizing healthcare delivery at Fortis Hospital, Manesar

References:

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