

Middleville Regional Healthcare

Name

Instructor

Institution

Location

Date of Submission

Introduction

In order for any given organisation to be effective and to enhance its competitiveness in the long run, it is paramount that the organisation is strategically managed (Nag et al. 2007). This paper focuses on the topic of strategic management and discusses the topic in the context of Middleville Regional Healthcare.

Roles of the governing body

For any given organisation irrespective of the sector that the organisation operates in, the governing body comprises of the board of directors which is specifically mandate to decide the organizational purposes as well as conduct. In case of Middleville Regional Healthcare, it can be noted that the governing body is responsible for:

- a) Setting the policy, aims, and overall direction of the healthcare organisation
- b) Recruiting, monitoring, reviewing, assessing, and even sacking members of the senior management team as needed

In that view, the key role of the governing body of Middleville Regional Healthcare can be explained as been corporate governance since the governing council determines the practices as well as the strategies that are going to be implemented by the organisation so that the organisation can be effective. On the other hand, it can also be explained that apart from the governing body developing the strategies and policies to be implemented, the governing body is responsible for controlling and monitoring the

strategies implemented in order to ensure that they are effective and that they achieve stated objectives. Thus, the governing body have a very important role to play in ensuring that the health care organisation is effective.

Three performances that Middleville Regional Healthcare can use

In order for Middleville Regional Healthcare to be effective, it is critical that evidence based management that involves managerial decisions and organisational practices been informed by the available evidence been used. Thus, the healthcare organisation can use various organisational performances as the evidence. The following are three performance measurements that Middleville Regional Healthcare could use:

- a) Patient satisfaction rate – The patient satisfaction rates can be used to identify whether the patients who are served at Middleville Regional Healthcare are satisfied with the services offered or not. Moreover, by understanding the patient satisfaction rate, the management team can get to know whether there is a need to adopt different strategies in order to improve the customer satisfaction are whether to stick with the strategies in place.
- b) Expenses incurred – By getting to know the expenses incurred, Middleville Regional Healthcare can be able to have a better understanding of the various expenses that are been incurred and that would eventually result to the healthcare organisation understanding whether the expenses incurred are less while compared to the profits generated.

- c) Number of employees – The number of the employees working for Middleville Regional Healthcare can be compared to the revenues generated by the healthcare organisation and by doing that, the organisation will have a clear understanding of whether it has a shortage of the employees or a surplus.

Areas to focus on in order to improve competitiveness

Since the healthcare sector is quite competitive, it is paramount that Middleville Regional Healthcare management team ensures that the ideal strategies are adopted so that the organisation is able to effectively compete with the numerous competitors that it competes with. From a review of the information contained in table 1 which has highlighted various aspects of the two main competitors that Middleville Regional Healthcare competes with, it can be noted that the following are the areas that Middleville Regional Healthcare needs to focus on in order for the organisation to enhance its competitiveness:

- a) Admissions – From the table, Middleville appears to have a high bed capacity while compared to the other two competitors who have 380 and 350 bed capacity respectively. However, when it comes to the admissions, Brierfield which

References

Nag, R.; Hambrick, D. C.; Chen, M.-J (2007). "What is strategic management, really? Inductive derivation of a consensus definition of the field" (PDF). *Strategic Management Journal* 28 (9): 935–955.