

The Primary Care Clinic

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## **Introduction**

In order for any given health care organization to be effective, it is paramount that ideal strategies are put in place since the strategies that are implemented by a given health care organization will play a major role in determining whether the organization will be effective or not. This paper presents a proposal of the strategies that should be used by a primary care clinic in order to ensure that the clinic will be effective and offer quality health care services to the clients that it will serve.

### **Key social, political, and economic factors leading to a proliferation of urgent care**

As explained by Furrow (2013), there are various factors that result to the need for healthcare services. In this section of the report, the key social, political, and economic factors leading to proliferation of urgent care are discussed.

As far as the economic factors are concerned, it can be explained that they have an impact on the demand for health care services. For example, the economic crisis that was experienced in the US in the year 2008 resulted to the US economy experiencing a decline. As a result, majority of people's purchasing power declined resulting to the demand for health care services also declining as people has to look for other alternatives rather than seek healthcare services that they were going to pay a lot of money that they did not have. Nevertheless, in case of emergency situations, people have no option apart from seeking urgent care from health care providers.

From a political perspective, it can be explained that the various governments that have been in place for the last few decades have adopted various measures that have been aimed at ensuring that the members of public have access to quality health care services. For example, the Affordable Care Act that was signed into law on 23<sup>rd</sup> March, 2010 by president Obama resulted

to an increased number of the members of public having access to quality care and that can be said to have resulted to proliferation of urgent care.

From a social perspective, it can be explained that over the years, the lifestyle of people has changed and numerous researches carried out in the past have proved that the changes in lifestyle has resulted to the number of people suffering from lifestyle diseases increasing at unprecedented levels. In that view, it can therefore be explained that the increase in the number of people suffering from lifestyle diseases has also contributed to proliferation of urgent care.

### **A comprehensive mission statement for the clinic and how it will facilitate provision of the services**

A mission statement as discussed by the Business Dictionary (2016) entails a written declaration that specifies the core purpose of the organization. In that view, the mission statement for the primary care clinic will be:

- To enhance the health of the people who will be served by the clinic by offering high quality care, inclusive range of services, convenient and suitable access with excellent service and compassion.

The specified mission statement will facilitate the provisions of quality services since it will function as a filter to differentiate what is vital from what is not vital, it states whom the facility will be serving, and explain what need to be done in order to ensure that the services which will be offered to the patients will ensure that they are satisfied.

### **Direction that the clinic might take to grow its business**

As explained by Kotler (2011), there are various approaches that could be adopted by the businesses in order for them to be able to grow. In case of the primary care clinic, it can be

explained that there are various directions that the clinic might adopt in order to ensure that it is effective. Indeed, one of the approach would be used by the clinic entails market penetration approach that would specifically aim at increasing the clinic's market share. In that view, in order for the clinic to ensure that it effectively penetrates the market, the clinic might implement strategies that differentiate its offering with what is offered by the competitors. For example, the clinic might extend the opening hours and by doing that, it might be able to appeal to a lot of clients thus increasing the market share. In addition to that, the clinic might implement a competitive pricing approach thus ensuring that the services offered are viewed to represent good value of the clients' money.

When deciding on services to offer through affiliates and factors to offer in-house, the clinic will need to discuss the resources that it has access to. For instance, if the clinic does not have an x-ray machine, it would have to offer x-ray services through an affiliate. In addition, the qualifications of the staff working at the clinic will also play a major role in determining the services that the primary care clinic will be able to offer at the facility and the services that will have to be offered by the affiliates.

### **How to establish whether the clinic is meeting its goals**

As noted by White and Griffith (2010), a leader of a health care organization has to ensure the performance of the organization is measures so that an understanding of whether the organization objectives can be established. Thus, in case of the primary care clinic, the manager will first develop the objectives that have to be met by the clinic within a specified time. Thereafter, the manager will then break down the objectives in short term in order to ensure a clear perspective of whether the overall objectives of the organization are been met will be established. For example, the clinic will have a specific number of patients that are supposed to

be served within a year. That number will then be broken down into monthly number of patients to be served and in that view, the manager will be on course to understand whether the clinic is on course to meet its yearly targets by monitoring the number of patients served on weekly and monthly basis. In that perspective, the specific performance measurement that will be used is;

- Serve at least 4000 patients in a year – The quantifiable measurement that will be used in this case is to serve 333 patients in a month and 83 patients in a week
- Serve 200 patients with chronic illness in a year – Serve at least 4 patients with chronic illness in a week
- To server 200 expecting mothers in a year – To serve at least 4 pregnant ladies in a week

### **How to address the opportunities for improvements**

In order for the primary care clinic to be effective and to be able to meet and probably exceed the objectives, it is important that the opportunities for improvements are addressed. In that view, I can be noted that the health care clinic will regularly collect views and opinions of the employees as well as the patients served pertaining the services offered by the clinic and what they think needs to be done in order to ensure that the effectiveness of the clinic is enhanced.

In that perspective, it can thus be explained that a feedback form will be placed on the exit of the clinic making it possible for those who visit the clinic to pick up the feedback form and then drop it on the feedback box. In addition to that, it can also be explained that once a month and specifically on the end of the month, the receptionist will hand over the feedback form to the clients coming to the facility and request that they fill their views and opinions regarding the services offered. In case of the employees, the clinic will provide a suggestion box where the employees can make suggestions on what they think the clinic needs to do in order to

ensure that it enhances its effectiveness. Nevertheless, the feedback collected from different stakeholders will be discussed so that actions are taken on what is perceived to be the ideal option.

On a different perspective, it can be explained that the clinic's management team will closely monitor developments in the external environment so that any opportunities that might emerge will be fully capitalized on.

### References

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