**MANAGEMENT IN HEALTH CARE**

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**ABSTRACT**

Health is being one of the most important assets for any human being, which decides the growth of an individual. Healthy society is a symbol of the prosperity of the nation. Today, the term “healthcare industry” has not remained limited to merely the medical staff, but has rather extended far beyond the realm of hospitals, with the integration of other sectors that provide goods and services relevant to curative, preventive, palliative, and rehabilitative care. Healthcare management is an essential part of a fully functional hospital or healthcare organisation, and without management, the industry couldn’t function effectively. Various Trends in healthcare industry are Artificial intelligence, Internet of medical things, Telemedicine, Big Data & Analytics etc. Healthcare management and leadership challenges like Reimbursement , Healthcare Policy ,Technology, Workforce Shortage, Leadership Gap need to be address. The rapid transformation happening in the healthcare sector recently, has brought with it need for unprecedented changes in the hospital management system. Unlike the past decades, when hospital management was solely focused on engaging highly skilled medical professionals and acquiring state of the art technology, today, the focus has shifted towards quality service delivery model of patient care and efficiency to contain the cost. It is important to address these challenges proactively to ensure that the benefits of Industry are realized in the healthcare sector. Overall, the healthcare sector has come a long way, and with the integration of advanced technologies, the industry is poised for further growth and development. It is important to continue to invest in the healthcare sector to address the challenges and to ensure that everyone has access to high-quality, affordable healthcare services.

**Key Word**s- Health , Health Care, Artificial Intelligence

1. **INTRODUCTION**

Health is one of the most important human assets and determines personal development. Health is the symbol of prosperity in the country. The health sector is the most important sector of the country. Driven by a combination of increasing demand for quality healthcare, population growth, rising incomes and advances in healthcare technology, the Indian medical industry has been one of the fastest growing sectors in recent years. The industry includes many players, including hospitals, clinics, laboratories, medical device manufacturers and pharmaceutical companies.

History of Healthcare in India Hospitals have been around for a long time in India. Hospitals caring for the poor and the disabled date back to the time of Buddha in the 1st century BC. At that time Ashoka hospital was one of the best hospitals in India. (273 – 232 BC). Books published by Arab and European explorers around 600 AD show that medical knowledge in India was at its peak.

The lack of support leads to a diminution of local foreigners' interest in learning about the flowers of India. When foreigners came here in the 10th century AD, they brought doctors called Hakim with them. The process of allopathic medicine was first used in the 16th century with the arrival of European missionaries. Hospital construction progressed throughout the British era. The 19th century saw the beginning of medical education.(1)

Hospital is a complex organization that requires a lot of coordination and strong management support. Hospital management is a field that provides participants with the skills to provide leadership for the coordination of activities in the hospital organization. Medical schools and hospitals have a dedicated hospital management system that is responsible for various aspects of the hospital business. These departments include document processing, medical records, issuance of birth and death certificates, kitchen and laundry, medical gases, biomedical engineering, etc., which are equally important in the functioning of the hospital. (2)

1. **SCOPE OF HEALTH SERVICES**

Today, the concept of "health" is not limited to doctors only, it has gone far beyond the hospital to provide help and treatment, preventive, palliative and rehabilitation treatment.

Moreover, the integration includes not only hospitals, clinical trials, medical equipment and devices, but also telemedicine, health insurance and medical tourism as part of the medical industry. With its diversity and potential, the Indian healthcare industry is one of the most successful sectors on the world platform today due to the facilities and services it offers. Economic growth continues to expand adequate employment opportunities in the medical and non-medical fields. In addition to medical personnel, today's healthcare industry also needs skilled medical personnel, especially to complete tasks related to hospital administration and management.

As of 2014, the Indian healthcare sector is the world's sixth largest economy by size.According to IBEF (India Brand Equity Foundation) statistics, this year (i.e. 2017) Indian healthcare industry size is around US$100 billion and is expected to reach US$280 billion by 2020. The business is expected to grow by 22.87% in the coming years.

This rapid growth is expected to expand healthcare services in India and contribute to growth in the coming years due to the availability of well-paid doctors in India, competitive prices and high-end diagnostic services. (3)

1. **WHAT IS MEDICAL MANAGEMENT**

This term refers to the overall management and leadership of public and private medical facilities. Basically, healthcare management exists to ensure that operations across the healthcare industry are properly managed.

1. What does medical management include?

The healthcare industry is constantly growing and evolving, so it's important to stay informed and make sure all areas of your hospital or facility are up to date.

• Plan, teach and coordinate non-clinical activities in hospitals.

• Financial and financial management of all medical facilities.

• Set working hours for all employees and schedule when new employees should be hired.

• Audit various departments to ensure they are operating efficiently and effectively.

• Implement quality assurance and risk assessment to maintain patient satisfaction and well-being.

• Supervise all personnel, including caregivers, doctors, and nurses.

1. What does a healthcare worker do?

Some of the responsibilities of the health supervisor are:

• Improving the budget and overall financial management

• Reporting results and developing plans and strategies

• Attending various meetings, communicating and informing staff

• Overseeing the day-to-day running of the hospital or department

• Satisfying with the hospital or department managing relationships physician

• Address emerging issues

• Manage changes in clinical settings and advise them accordingly.

1. Why is health management important?

Health management is an essential part of a well-functioning hospital or healthcare organization, and without it the business cannot function effectively. We all know that in general a business or organization thrives under proper management, but leadership and sound management are particularly important. While most industries provide products and services, healthcare differs from other industries in offering life-saving products and services.

The medical industry provides services and products that protect people from illness, prevent illness, and potentially save lives. That's why good leadership is important to make sure everything is done and everyone is safe.

Health professionals must keep abreast of changes in laws and regulations and follow medical developments to provide the best care. The business is constantly growing and increasing, so management must be taken to properly manage medical facilities and hospitals. (4)

1. **HEALTHCARE TRENDS**

1. Artificial Intelligence

Artificial Intelligence replaces labor-intensive and time-consuming procedures in healthcare with fast, remote, real-time solutions for diagnosis, treatment and disease prevention. Health technology startups develop software platforms, application programming interfaces (APIs), and other digital tools to extend the benefits of AI. Some of the applications of AI in healthcare include clinical workflow management, advanced surgical services, and diagnostics.

1. Care AI Delivers Personalized Patient Care

Care AI is a US-based startup providing an AI-driven patient management platform. The startup's platform connects to an array of edge sensors and transforms ordinary rooms into self-conscious people. The platform improves patient safety, reduces medical errors, improves quality of care and treatment. It has applications in monitoring hand hygiene, monitoring patients in bed to prevent falls, and predicting heart attacks, tremors and other risks. Chapter

1. Ligence develops image analysis tools

Ligence is a Lithuanian health technology startup that develops diagnostic tools and measures cardiovascular risk. The startup created CardioEchoAI, a heart ultrasound image analysis tool. It enables the analysis of 2D transthoracic echocardiograms (TTEs) using deep learning to perform the steps that cardiologists take during their routine cardiac exams. The center's automated cardiac ultrasound imaging workflow reduces average exam time from 30 minutes to 5 minutes and improves overall accuracy and diagnosis.

2.Internet of Medicine Element

IoMT facilitates the development of products that require little or no human interaction to deliver medical services. Connected medical devices, devices and tools are being developed for a variety of applications such as antibiotic use, smart diagnostics, and remote patient management. The Cognitive Internet of Things (CIoMT) is a new innovation that integrates on-demand information, automated processing and communication in networks for clinical diagnosis, monitoring, monitoring and disease control.

1. Uventions offers automatic disinfection

German start-up company Uventions develops solutions for automatic disinfection of surfaces and processes.The center offers a wide range of disinfectant products in rooms, doors, products, surfaces and handles. These solutions are easy to install in environments such as hospitals, clinics, offices, airports, hotels and even ships. The system detects people in the room or using the door and cuts the disinfectant using ultraviolet-C (UV-C) light. The solution logs cleanup operations from a dashboard and reports them in real time. Chapter

1. Tredomo Presents Vaccine Equipment

Tredomo is a US-based startup that develops portable IoMT devices for dose monitoring. The remote control of the remote control is guaranteed during the effective use and monitoring of the heat treatment with intelligent operation. The device also monitors all new doses, waste materials, internal and environmental temperatures, battery levels, performance checks and more.

3. Telemedicine

The global spread of Virus-19 (COVID-19) has accelerated the use of telemedicine by many governments, healthcare systems, doctors and the public.In response to the global pandemic, the government has issued telemedicine guidelines to reduce congestion in healthcare facilities. Telemedicine reduces the strain on facilities and reduces the use of personal protective equipment (PPE) when doctors come into contact with patients via telecommunications. Health tech is developing telehealth services to facilitate strategies to reduce public health through proximity. Telemedicine can also assist the elderly remotely, reducing bed space and saving medical supplies. Chapter

1. Ceiba Establishes Tele-ICU Platform

Turkish start-up Ceiba provides a tele-ICU platform. The platform has the most efficient transfer system that takes pictures of all ICU patients and beds to send important information in a timely manner to prove they need care. The platform provides AI-based predictive alerts for sepsis, mortality, length of stay, early warning of poor patient outcomes, acuity scores, automated doctor records, and nurse information. Also, the solution is easy to integrate with an electronic health record (EHR) platform. Chapter

1. Viveo Health provides end-to-end telehealth

Estonian startup Viveo Health offers a fully functional end-to-end telehealth platform that connects insurance and healthcare. The center provides online medical advice for medical facilities, doctors, patients and companies. It allows users to communicate with doctors and schedule video calls. The platform also allows users to receive medical advice, e-prescriptions or e-referrals directly from doctors using the app.

4 .Big Data and Analytics

Digitization is revolutionizing medical records, storage, diagnostic procedures, treatment planning, surgery, remote patient care and consultation. The volume of health and medical information is expected to increase exponentially in the coming years. Medtech startups use big data and analytics to analyze massive amounts of unstructured medical data. It improves patient-centered care, diagnoses disease earlier, and provides new insights into disease. In addition, large-scale solutions can monitor the quality of procedures in hospitals and provide better treatment.

1. InnVentis Manages Infectious Diseases

Israeli startup InnVentis uses big data and machine learning to provide solutions for diagnosis, monitoring and treatment decisions of serious diseases. The startup's platform combines quality data with advanced algorithms to provide insights into the diagnosis and health management of inflammatory diseases. The startup also offers products and services for rheumatoid arthritis (RA) drug discovery. The startup plans to expand its platform to include other diseases such as asthma, multiple sclerosis and colitis.

1. MediChain supports secure medical data exchange

MediChain is a UK based company that provides a decentralized platform for the secure, fast and transparent exchange and use of medical data. The startup uses blockchain technology to securely store medical information. It will enable doctors, hospitals, laboratories, pharmacists and health insurance companies to access patient information and record change form distribution.

 5.Immersive Technologies

The use of immersive technologies such as AR/VR and MR is increasing in healthcare. Applications of VR in healthcare range from therapy and anxiety treatment to assisting with cognitive and physical therapy. AR/VR also plays an important role in medical education. Immersive technologies such as perioperative projections of patient information, holographic images, and scans are also used in surgery.

1. VRSANO develops brain-computer interface

VRSANO is a medical start-up company in the United States developing a brain-computer interface. Its technology combines elements of virtual reality, neurofeedback and medical hypnosis to optimize health. The initiative's patented method puts patients in a virtual world of relaxation, relieving them of painful situations. It creates a psychophysiological state that helps patients meet their psychological needs. The platform can reduce symptoms and improve long-term patient outcomes while reducing healthcare costs.

1. Rescape Innovation supports patient care

British startup Rescape Innovation creates tools to support patient care for adults and children. The startup specializes in virtual reality (VR) intervention therapy to support pain and stress/anxiety management. The solution gives patients with cystic fibrosis (CF) the opportunity to view medical information, travel between the planets of our solar system or engage in surfing, skydiving and other adrenaline activities. The first intervention reduced the patient's anxiety.

6. mHealth (mHealth)

mHealth technology uses digital solutions and connected devices to provide access to personal information. Mobile devices provide information about health issues affecting patient engagement. Unrestricted by geographical borders and using data in real time, smartphone devices connect to efficient devices, diagnostic equipment requirements and measure the level of treatment to make it more medical and effective. mHealth solutions have played an important role in controlling the spread of the COVID-19 pandemic by providing contact tracing, surveillance, isolation management and management, testing and reporting of relevant information, and vaccination coverage and reporting.

1. M4Life builds a blockchain-based mobile health platform

M4Life is an Israeli start-up company building a mobile health platform. M4Life provides a patient/caregiver relationship that allows tracking of information on mobile devices. The platform uses a blockchain-based architecture to share prescriptions, test images, medical certificates, and patient authorizations. It also provides a telemedicine interface for communication between patients and doctors.

1. Knodd has e-counselling services

Swedish startup Knodd has a platform for e-counseling with children. The center's starter platform is searched by pediatricians and pediatricians with 5+ years of experience to deliver secure answers about child health within minutes, free of charge. The platform also offers digital advice on parenting and childcare.

7. 3D printing

3D printing has gained popularity in the healthcare industry for many applications such as printing lightweight prosthetics, bionics, and castings for bone healing. The use of inexpensive electronics, lightweight and smart equipment provides better maintenance and production time while reducing costs. 3D printing enables the development of the patient's internal organs and surgical instruments using the patient's own treatment. Other applications in this field include personal surgical instruments that can increase surgeon comfort and promote better surgical outcomes while facilitating simpler, less invasive procedures.

1. Exiom creates reusable brackets

Exiom is an American start-up company that uses 3D scanning and printing to create custom solutions for orthopedic and orthopedic treatment. The intervention is designed to be clean, waterproof, breathable, anti-itch, easily removable and reusable, adjustable for each patient. Key benefits of starting the solution include in-clinic printing, eliminating the time and cost of reprocessing using traditional equipment. Chapter

1. Graft 3D helps with surgical planning

Indian medical technology startup Graft3D provides solutions for surgical planning and execution. It uses Radiation Assisted 3D Modeling (RAM) technology to visualize the patient's body before surgery. The launch of the Virtual Surgery Platform (VSP) helps doctors make pre-operative decisions. The center began developing patient-specific implants (PSIs) using the rich evidence from nearly 100 consecutive studies of complex procedures. It uses a tactile device that allows the doctor or surgeon to feel the consistency of the bones.

8. Blockchain

Blockchain's security and traceability make this technology suitable for many applications in the healthcare industry. Electronic medical records, remote patient care, pharmacies and health insurance are some of them. Blockchain technology supports EHR and FHIRChain (Rapid Health Interoperability Record) management to share medical information. It also plays an important role in smart contracts, fighting counterfeit drugs, and storing, sharing, and storing biomedical data that is stored remotely.

1. Blockpharma uses drug traceability

French startup Blockpharma develops blockchain-based drug traceability and anti-counterfeiting solutions. The Blockpharma app allows customers to instantly check the authenticity of their medicine containers. BlockPharma integrates with multiple databases and stores clinical data on the startup's own blockchain, Crystalchain. When a counterfeit drug is found, the lab immediately alerts BlockPharma and then adds the drug to its list.

1. Iryo Moshi offers practice management tools

Slovenian startup Iryo Moshi provides practice management tools for private practitioners. The startup focuses on blockchain, interoperability, open electronic medical records, customer relationship management (CRM), and offering collaboration on a digital health platform. The platform offers automated appointment scheduling, billing, medical information and management, and digital information and documents. The solution is cloud-connected and compliant with the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA).

9. Cloud Computing

Cloud Computing enables doctors to create a better patient journey powered by technology through mobile and remote monitoring. It provides more storage and processing power for data analysis and eliminates the need for local storage. The cloud platform integrates access and self-management with networking, security, billing, monitoring and alerting. It also provides easy data access, data storage and management, data backup and recovery, smart data and data interaction, etc. provides.

1. Radmol AI Improves Access to Healthcare

Irish startup Radmol AI leverages the latest in cloud computing, data analytics, blockchain and digital technologies. It provides a platform that connects patients and doctors with local and international radiologists on demand. The startup engine works anytime, anywhere to access data. It produces solutions that support patients, doctors and medical professionals and provide free access to health services.

1. Mediified provides mental health service

Finnish start-up company Mediified provides cloud-based dynamic mental health monitoring software. The software as a service (SaaS) platform helps doctors monitor patients in real time, helping patients receive treatment faster and more efficiently. The software provides remote health management via interactive dashboards by analyzing medical data and providing recommendations for treatment. It provides doctors with real-time personalized treatment information, allowing patients to capture and communicate their daily emotions and health.

10. Genomics

In recent years, significant efforts have been made to develop genomic tools for a variety of applications. Integrating genomic information and genomics workflow into current clinical practice will enable clinicians to leverage the communication tools and recommendations that genomic testing can provide to patients. New frontiers of personalized medicine are possible thanks to innovations in genomics. Gene therapy and gene therapy as a solution have revolutionized medicine and private care by addressing many incurable needs.

1. Allelica for Genomic Risk Prediction

Italian start-up Allelica predicts human traits and diseases based on genomic data. The center's initiative attempts to estimate genomic risk based on the polygenic risk score (PRS). Allelica's technology uses machine learning algorithms to accelerate the use of genomics in precision medicine. Initial solutions may identify individuals with a high genetic predisposition to cancer and heart disease whose risk factors have been overlooked.

1. Phosphorus offers in-house genetic testing.

Phosphorus is an American start-up company dedicated to developing in-house genetic testing. The first test, Phosphorus ONE, uses saliva samples to detect bacteria from several genes. This comprehensive test uses next-generation sequencing technology to identify 375 different genes. It determines the risk of many diseases such as heart disease, cancer, pregnancy, allergies, neurodegenerative diseases and blindness.(5)

1. **HEALTH MANAGEMENT AND LEADERSHIP CHALLENGES**

Prepare for the next generation of health services with leadership.

Today, the healthcare industry is worth $3.35 trillion, or 18 percent of US GDP. The industry is expected to grow rapidly as Baby Boomers age and their healthcare needs increase. Experts predict that health care costs and spending will lag behind inflation.

The U.S. Bureau of Labor Statistics estimates that the economy will add 2.3 million new jobs by 2026. Controlling this inflation and job growth is not easy. The need for healthcare managers with the skills to lead growing teams and facilities will continue. With ever-changing technology and political uncertainty, healthcare leaders must overcome many challenges.

Challenge 1: Reimbursement

Medical care can be expensive in the United States and elsewhere in the world. There is great pressure to reduce health care costs. Businesses and governments are looking for ways to reduce healthcare costs. Payback models vary. They are moving from a fee-for-service model to a performance model.

This means that service providers cannot generate revenue simply by providing personalized services. They will be rewarded for public health and medical benefits. The standard is administered by the Centers for Medicare and Medicaid Services (CMMS). While these new efficiency models promise better cost control, they also pose problems. Doctors need to rethink their job.

It requires significant changes in the way they do business and serve customers. Healthcare leaders must be prepared to lead their teams through these changes.

Challenge 2: Health Care Act

Affordable Care Act (also known as Obamacare) is a mystery. The ACA has had a huge impact on the insurance industry. This uncertainty has made many hospitals and insurers reluctant to expand.

Traditionally, these businesses have relied on a high level of forecasting. In a mature business, they can predict the population they will serve and therefore better predict expenses and profits. Due to ever-changing registration and healthcare policies, they have no choice but to stop trading or raise prices. Unlike their predecessors, today's healthcare leaders have to work in an environment of uncertainty. They must have the confidence to adapt quickly to any changes in health policy and management.

Challenge 3: Technology

One of the most important changes in the healthcare industry is the emergence of new technologies. These technologies range from specialized equipment to information systems. Driven by the growing need for "personalized medicine", these technologies have increased the cost and complexity of medical care. Some of the new technologies include (but are not limited to) electronic medical records, new techniques, new drug treatments, 3D printers and robots. These technologies are not only expensive to purchase and implement, but often require specialized personnel and facilities.

Healthcare managers should be able to easily understand, evaluate and evaluate these technologies. They need to make business decisions about acquiring and using the right equipment or system. They must also be change leaders, facilitate change, and recruit and train the right people.

Challenge 4: Labor Shortage

Currently, the healthcare industry is facing a shortage of skilled and skilled workers. Jobs such as nurses, nurses, forensic doctors and pharmacists are understaffed.

The graduation rates of students in these programs do not meet the increasing demand. As the economy grows, the biggest challenge for the industry will be to find the right candidates to fill the projected 2.3 million jobs. These shortages will affect business growth and affect prices due to a competitive market. Understanding how the labor market works is important for healthcare administrators.

They must learn to attract and retain the necessary skills. Many managers also have to manage wage increases without affecting the economy. When teams are understaffed, leaders must step up and the team can work effectively in difficult times.

Challenge 5: Leadership Gap

Healthcare leaders face the daunting task of managing teams and facilities in a high-risk business. They need to adapt to rising debt, unemployment and increasing uncertainty.

However, most healthcare administrators do not have leadership training or qualifications. Also, busy work schedules leave no time for leadership training. Most leadership and development programs are not well suited to tackling specific challenges in the healthcare industry. Doctors today have the burden of advancement and leadership. But there is a big difference between leadership and coaching.Healthcare managers often have to learn on the job and develop skills with limited resources. This approach can lead to many workplace safety issues. (6)

1. **HIGHLIGHTS OF THE INDIAN HEALTH SECTOR**

❖ Government Hospitals (Hospitals, District Hospitals, General Hospitals) Hospitals, Outer Center and Sub-Hospitals are private hospitals.

❖ Pharmacy includes the production, collection, processing, purification and packaging of chemical or veterinary drugs.

❖ Diagnostics includes companies and laboratories that provide tests or diagnostics, such as analysis of body fluids.

❖ Includes businesses specializing in the manufacture of medical equipment and supplies, such as medical equipment and supplies, diagnostic and surgical instruments, dental, orthopedic, and other equipment.

❖ Health Insurance Provides medical reimbursement services and health insurance that covers hospital expenses while the patient is sick.

❖ Telemedicine, in addition to its many other applications in health management, learning and education, has great potential to solve health care problems in rural and remote areas.

According to a report by NSDC and KPMG, the contribution of the healthcare sector to India's GDP is expected to increase to 6.2% by 2022. living standards in india. The report also estimates that the Indian healthcare market will be worth $372 billion by 2022 and will grow at a compound annual growth rate (CAGR) of 22.

Rapid changes in the healthcare industry have recently necessitated unprecedented changes in hospital management. Unlike in past years when hospital management focused on hiring specialist doctors and getting the latest technology, today the focus has shifted to modeling good service and efficiency in patient care to control costs. The growing demand for good healthcare is finding new ways to care for patients in hospitals across the country. With the increasing number of medical professionals and their focus on patient-centeredness, the healthcare industry has recognized and identified the need and importance of healthcare management for professional expertise.

The role of management is important in improving health systems and ensuring that health institutions are efficient and effective in the environment. The environment is changing rapidly. Reforms and innovations in business have brought health to the forefront of management. The focus is on hospital operations and service management, mainly to improve hospital condition and health. Management professionals therefore play an important role in improving the quality of patient care and the functioning of medical facilities. (7)

**CONCLUSION**

Health is the foundation of human happiness and health and contributes to well-being, wealth and well-being. Businesses thrive because healthy people are more productive, save more, and live longer.Health professionals must keep abreast of changes in laws and regulations and follow medical developments to provide the best care. The business is constantly growing and evolving, so management must be taken to properly manage medical facilities and hospitals.

Effective health management requires a good understanding of the organization's strategy, current health issues, financial management and budgeting, and the ability to focus on the calculation and good leadership. They are in constant communication with other professionals, directly or indirectly, to solve problems effectively and provide quality service. However, the role of the health manager varies according to the type and size of the health institution.Healthcare managers combine business acumen and analytical skills with clinical insight to increase the effectiveness and efficiency of patient care, disease and treatment.

The health sector faces many challenges, including inflation, infrastructure shortages, and discrepancies in access to healthcare. Despite these challenges, the healthcare industry continues to grow due to technological advances, increased health awareness and the need for better healthcare. The healthcare industry holds great promise, with the potential to further transform healthcare, improve patient outcomes and reduce costs. However, entrepreneurship in healthcare needs experts to overcome and manage many challenges, such as data privacy and security concerns, ethical concerns, and to innovate.

It is important to consider these issues carefully to ensure commercial benefits are recognized in the healthcare industry. Overall, the healthcare industry has come a long way, and the industry is expected to grow and develop further with the integration of advanced technology. It is important to continue investing in the healthcare industry to meet challenges and ensure everyone has access to quality, affordable healthcare.

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