

UNIT III

HEALTH PLANNING AND MANAGEMENT

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HEALTH PLANNING

**Planning is for tomorrow....
Management is for today**

WHAT IS PLANNING?

- The process of

 - ✓ Setting goals,
 - ✓ Developing strategies and.....
 - ✓ Outlining tasks and schedules to accomplish the goals.

- Planning is deciding in advance what to do, how to do and who is to do it.



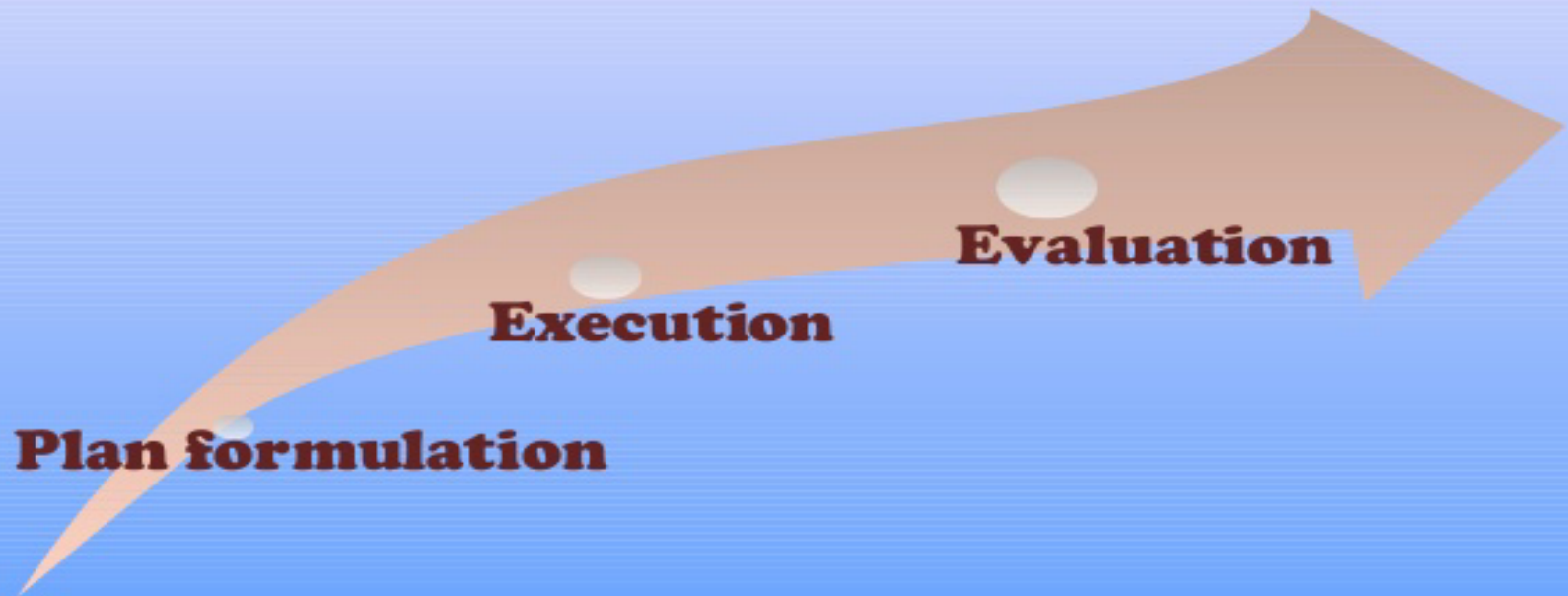
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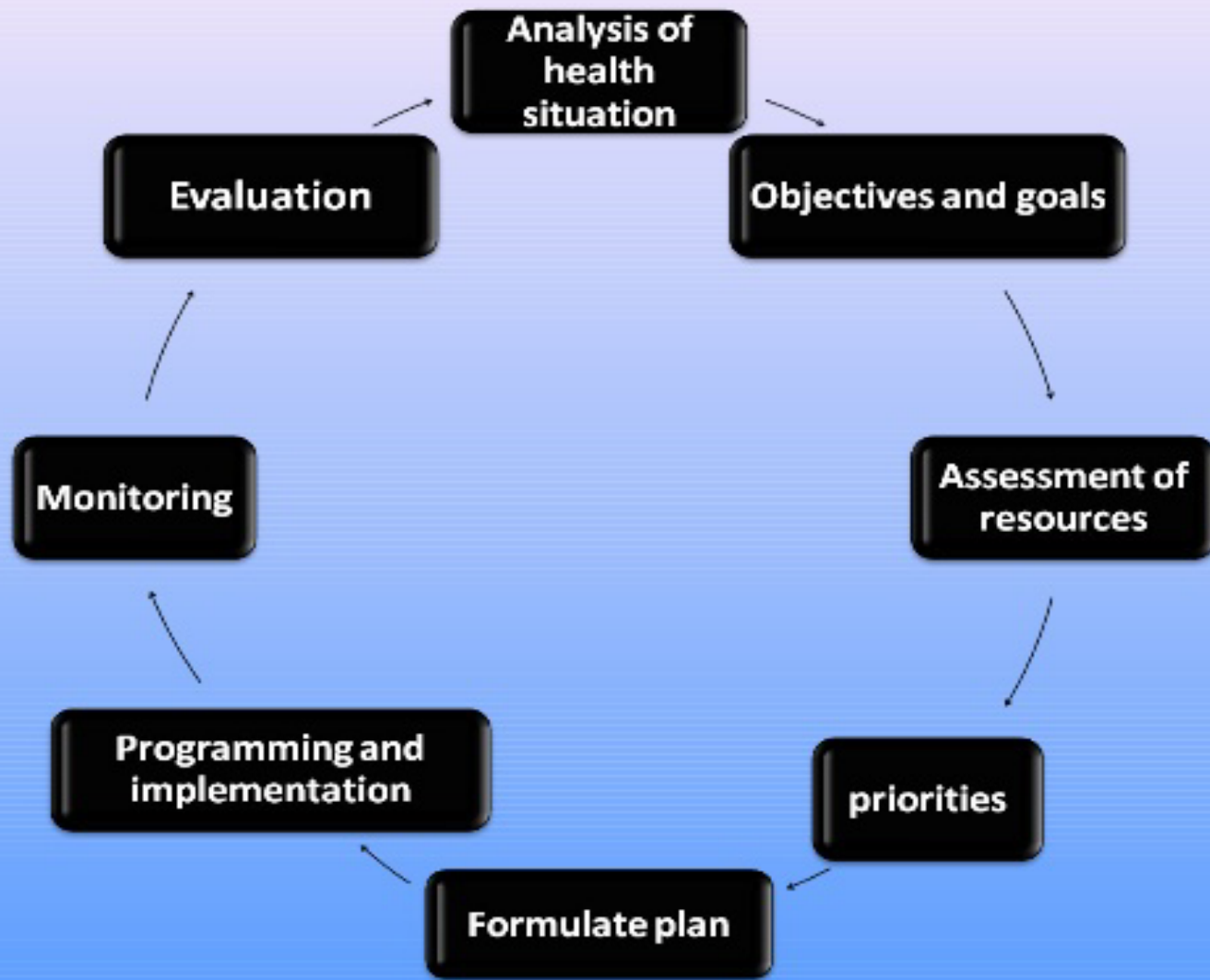
- It bridges the gap between where we are to, where we want to go.
- It makes possible things to occur which would not otherwise occur.
- Purpose of planning are.....
 - ✓ Match the limited resources with problems
 - ✓ Eliminate wasteful expenditure or its duplication
 - ✓ Develop best course of action to achieve the objectives

Cont....

Planning in the broadest sense includes three steps...



Planning cycle



Elements of a plan

- **OBJECTIVES....**
- **POLICIES....**
- **PROGRAMMES...**
- **SCHEDULES &...**
- **BUDGET**





10

How the goals should be???....



Resources

- The manpower,
- Money,
- Materials,
- Skills,
- Knowledge and techniques and...
- Time needed or available for the performance or support of action directed towards specified objectives



Health management

- Health management designates the process of organizing and coordinating the performance of a healthcare facility. ...
- Healthcare management professionals work as administrators, managers, CEOs, planners, and more.

Zero Budget Approach:

All budgets start at zero and no one get any budget that he cannot specifically justify on a year to year basis

Cost accounting – Budget, resources, financial allocation to various components of a health program Q is based on cost control

Planning and allocation of people and financial services

Pricing of cost reimburse

Cost Benefit Analysis

- ❑ A management technique where economic benefits of any program are compared with cost of that program.
- ❑ The benefits are expressed in monetary terms Q
- ❑ The main drawback of this technique is that all benefits in field of health cannot be expressed in monetary terms

Cost Effective Analysis:

- ❑ A management technique where benefits are expressed in terms of results achieved, e.g., number of lives or number of days free disease Q
- ❑ It is a more promising tool than cost benefits in the health field

References

- <http://teammotivation.in/onlinetest/backend/source/Health%20Planing%20and%20Management.pdf>
- <https://www.slideshare.net/mgmcrcommunitymed/health-planning-and-management-64857753>
- <https://www.slideshare.net/jamesmacroony/health-planning-50854283>

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Thank you