Organizational Structure

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A strategic plan is a vital tool in guiding the work of the organizations. It helps maintain a focused and long term vision of the organizational missions and purpose. It also aids the decision making about the human as well as financial resources allocation. The main objective of visioning is that it provides an inspiration as well as allowing the participants share the creative ideas (Nieboer, 2011). Moreover, it helps the participants to understand and visualize they need to achieve. Strategic planning is thus imperative to an organization as it provides a road map towards which the organization should operate towards.

**Prime Healthcare Services Inc.**

The health care organization under the study is Prime Healthcare Services Inc. In this case, I would like to establish an online payment model where the services of this organization can be accessed internationally as well as facilitate the collection of financial resources from the customers. The traditional payment of cash has been resulting in risks of handling cash and thus a change needs to be made to resolved it. The Vision of this health care organization is the provision of compassionate care, as well as clinical excellence to all the patients as more hospitals, are created aimed at improving the healthcare in all the communities that they serve (Nieboer, 2011). Their mission is to improve and save the hospitals to allow them to deliver quality healthcare to the patients, compassionate as well as provide to the communities’ better healthcare.

The organization has four core values that have enabled it to remain competitive in the healthcare organizations. First, it believes in quality. It is thus committed to the provision of the exceptional performance and care. Secondly, compassion where they deliver the patient-centered healthcare services with passion, respect, and dignity for all the patients as well as their families. Thirdly, the community has been the target. This is based on the service as well as giving back and grow the communities within which they operate as honored and trusted partners. Finally, they believe in the physician led. This portrays that they are physician founded which allows the doctors as well as the clinicians to provide healthcare services at all levels.

**Framework of a Strategic Plan**

In developing a strategic plan, certain issues need to be considered as they play vital roles. Some of these factors include terminologies to be used, the time frames within which the plan should be implemented. This is because the implementation stage is largely based on the time frames for the key actions. Realistic time frames are thus imperative to be established. The plan should be capable of measuring the short term as well as long term goals. It should also be flexible to allow adaptation to the changing conditions. A strategic plan should include the following major components. A vision statement is important as it helps the organization articulate its future vision. A mission statement is also vital as it gives the direction and ways of achieving the vision.

Contextualization helps the organizations identify the current challenges as well as the contexts which tend to shape their strategic planning processes. Strategic goals, as well as the operational goals, should be developed. In addition, the metrics, strategies, targets and the actions should be developed. Each objective to be achieved should have a measurable target, action, strategy and an initiative to be implemented to allow the achievement of the other overall goals and objectives. An implementation action plan should be considered in developing a strategic plan. It provides a method of evaluating the various results.

**Strategic Planning Model Used**

For the organization to remain globally competitive, they use various models of evaluating its operations. This is based on the various strategic models. Prime Healthcare Services Inc. has been adopting Michael Porter’s five forces strategy. It uses this model because it allows the institution to understand the strength of its current position of competition as well as the strength of the position it is targeting to move into. In this case, it considers the threats of the new entrants. This is because more healthcare organizations have been established so as to scramble for the profit returns in the market. Moreover, the substitutes of the services they offer are another consideration. It thus considers the ease of their services being substituted, depreciation of their services quality as well as the provision of substandard services.

In addition, the bargaining power of the customer is considered. It involves assessing the ability of the customers putting the health care organization under pressure as it affects the sensitivity of the customer to the price variances. The bargaining power of the suppliers has also been a vital factor to be thought of. This is because they hold the backbone of the organization. Finally, the intensity of rivalry of the existing suppliers has been a threat. In this case, Prime Healthcare Services keep on advancing its way of offering quality services to maintain its competitive advantage (Rodríguez Perera & Peiró, 2012).

**Strategic Plan and the Vision, Mission and Core Values**

The achievement of this healthcare company results from the vision, mission and the core values that are compatible with the organizational strategic plan. This shows how the organization should ensure that the operations and performance of its tasks are geared towards the achievement of the organization success. There is thus a direct relationship that exists between these variables and the end outcomes of the strategic plan. Moreover, it has set an easy and precise vision, mission and core values that every employee comprehends which plays a vital role.

**Organizational Structure**

Prime Healthcare Services Inc. is headed by Prem Reddy who is the chairman, chief executive officer as well as the president. The president of the operations is Mike Sarian. It has a decentralized structure which allows local leadership due to the changes that occur in different market segments. Moreover, Kavitha Reddy Bhatia is the chair of the Company.

**Key Leaders**

The first leader is Prem Reddy who is the chief executive officer. He is responsible for all of the day to day activities management and decision making in the institution and implements the long term plans and short term plans of the company. He also acts as a liaison between the management and the board of directors as well as communicates with the board of management on behalf of the management (Doll & Miller, 2008). Mike Sarian is the president of operations and he is in charge of the overall hospital operations. Kavitha Reddy Bhatia being a chair of the company, she is concerned with the value as well as the excellence initiatives which allow the strategic innovation in the institution.

**Change Management Model**

In enhancing change in the organization, it uses the Kotter’s steps to change. This involves creating the need or urgency for the change. The management builds a team that is dedicated to the change. A vision for the change is created for the employees to be visualizing the objectives. The management then communicates the need for the change. It also empowers those employees who have the ability to enhance the change. Short term targets and goals are set which motivates the employees and persistence is emphasized. The achievers of those short term goals are rewarded and finally, the change is made a permanent as well as an organizational culture (Doll & Miller, 2008).

**Impact of Governance in Strategic Goals Implementation**

Governance in healthcare institutions is important because the failure to have good governance may lead to a collapse of the institution. Moreover, it can lead to misappropriation of resources which translates into huge financial as well as nonfinancial losses. It also hinders the ability the management has to succeed. Good and effective governance assists the organization in a great way. It provides good outcomes; preservation of the organization as well as the community assets, the efficiency of the organization operations is enhanced. Good governance motivates the employees which enable the organization to enjoy high productivity. In implementing the strategic goals, effective governance embraces those goals and develops policies which are in line with the organizational goals.

**Role of Board of Directors**

Board of directors play vital roles in the strategic goals development. First, they develop effective policies which are necessary for the achievement of the strategic goals. The policies thus define the focus and distinguish the responsibilities among the board. Secondly, the board makes strategic decisions about the vision, strategies, and mission of an organization. These are the significant and strategic decisions that they have to make such as affiliation agreements with other organizations. Finally, they play an oversight role where they have a legal responsibility for everything that may happen in the healthcare facility. The quality of the services is to be maintained. They do so by establishing the policies that are quality-related like credentialing and ensuring the mechanisms are properly put in place.

**Service Delivery and Support Activities**

Prime Healthcare Services Inc. was started in California. It has experienced a tremendous growth as it has forty-five hospitals in fourteen states. It has been able to transform hospitals that were acquired in a financial distress. Its targeted market is the local communities because they have decentralized their organizational structure which makes it possible for local leadership to be practiced. The leadership is aimed at making the right choice for the community as they benefit from the corporate guidance as well as their support. Being a globally recognized healthcare institution, it provides all the medical services as it has employed qualified personnel.

The institution has a website where they advertise the services they offer as well as allowing room for online consultation. In response to this, the institution has increased a customer base due to its marketing capabilities. The billing of the customers is very friendly and cost leadership has been the major weapon it has been using to win the market. The patients are thus catered for even after they have been treated to understand whether their clients have been properly served. This made the institution win numerous quality services awards provided by various bodies.

**Conclusion**

In conclusion, their organizational culture is the employment of capable personnel who have a passion as well as being compassionate on their careers. This has allowed it blend well in the competitive market. The strategic resources which are the personnel, are well remunerated. This motivates them and allows them to be willing and have a passion for their work.

The organization ensures that the delivery chain is well catered for because its main goals are to spread to other states for the same services. This means that their way of serving customers has been exceptionally impressing. Their strategic goals are realized because of the commitment of the staff and the management at large. Therefore, strategic planning is important to organizations which look forward towards the realization of their success dream. Failure to have a strategic goal or plan predicts the organization failure.

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