



Communication Management in Hospitals

By Robert Stolt

GRIN Verlag. Paperback. Condition: New. This item is printed on demand. 68 pages. Bachelor Thesis from the year 2009 in the subject Health Science, grade: 1, 9, European Business School - International University Schlo Reichartshausen Oestrich-Winkel (Department for Market-Oriented Management), course: Health Care Management, language: English, abstract: In recent years, the German health care sector underwent considerable structural changes. Nevertheless, medical facilities increasingly recognise that their resources are limited and that they are subject to mechanisms of other markets, meaning that they need to ensure the own position in the health care market more than ever (Schreygg, 2000, p. 185). Increased competition between hospitals, scarce resources, and amendments of legislation are forcing every provider of medical services to consider a sustained and efficient structure of the provision of their services over and above a strong customer orientation. With several reforms coming from the government, which were supposed to retain an eminent level of public health care and at the same time putting a halt on the consistently rising health care costs, the hospital was now heavily reliant on the number of patients treated. Thus, hospitals were faced with the challenge of retaining or gaining more patients, while concurrently having an...



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