

Nurse Participation for the Economical Effectiveness in Medical Organizations

Authors : Alua Masalimova, Dameli Sulubecova, Talgat Isaev, Raushan Magzumova

Abstract : The usual relation to nurses of heads of medical organizations in Kazakhstan is to use them only for performing medical manipulations, but new economic conditions require the introduction of nursing innovations. There is an increasing need for managers of hospital departments and regions of ambulatory clinics to ensure comfortable conditions for doctors, nurses, aides, as well as monitoring marketing technology (the needs and satisfaction of staff work, the patient satisfaction of the department). It is going to the past the nursing activities as physician assistant performing his prescriptions passively. We are suggesting a model for the developing the head nurse as the manager on the example of Blood Service. We have studied in the scientific-production center of blood transfusion head nurses by the standard method of interviewing for involvement in coordinating the flow of information, promoting the competitiveness of the department. Results: the average age of the respondents $43,1 \pm 9,8$, female - 100%; manager in the Organization - $9,3 \pm 10,3$ years. Received positive responses to the knowledge of the nearest offices in providing similar medical service - 14,2%. The cost of similar medical services in other competitive organizations did not know 100%, did a study of employee satisfaction Division labour-85,7% answered negatively, the satisfaction donors work staff studied in 50.0% of cases involved in attracting paid Services Division showed a 28.5% of the respondent. Participation in management decisions medical organization: strategic planning - 14,2%, forming analysis report for the year - 14,2%, recruitment-30.0%, equipment-14.2%. Participation in the social and technical designing workplaces Division staff showed 85,0% of senior nurses. Participate in the cohesion of the staff of the Division method of the team used the 10.0% of respondents. Further, we have studied the behavioral competencies for senior sisters: customer focus - 20,0% of respondents have attended, the ability to work in a team - 40,0%. Personal qualities senior nurses were apparent: sociability - 80,0%, the ability to manage information - 40,0%, to make their own decisions - 14,2%, 28,5% creativity, the desire to improve their professionalism - 50,0%. Thus, the modern market conditions dictate this organization, which works for the rights of economic management; include the competence of the post of the senior nurse knowledge and skills of Marketing Management Department. Skills to analyses the information collected and use of management offers superior medical leadership organization. The medical organization in the recruitment of the senior nurse offices take into account personal qualities: flexibility, fluency of thinking, communication skills and ability to work in a team. As well as leadership qualities, ambition, high emotional and social intelligence, that will bring out the medical unit on competitiveness within the country and abroad.

Keywords : blood service, head nurse, manager, skills

Conference Title : ICNH 2016 : International Conference on Nursing and Healthcare

Conference Location : Rome, Italy

Conference Dates : September 15-16, 2016