

# Conceptual Framework



Presented by: Prof. Tapas Kr. Mondal





ENVIRONMENT	EXPERIENCE	OPERATIONS
Built Environment Design Variables	Visitor Experience	Organizational Outcomes
<ul> <li>Audio Environment</li> <li>Visual Environment</li> <li>Safety Enhancement</li> <li>Wayfinding System</li> <li>Treatment Rooms</li> <li>Family Support Spaces</li> <li>Staff Support Spaces</li> <li>Privacy/Confidentiality</li> <li>Communication</li> </ul>	<ul> <li>Patient</li> <li>Families</li> <li>Other Visitors</li> </ul> Staff Experience <ul> <li>Physicians</li> <li>Nurses</li> <li>Other Staff</li> </ul> Demographics <ul> <li>Frot. Tapas kr.</li> <li>Age</li> <li>Ethnicity</li> <li>Education</li> <li>Acuity</li> </ul>	Delivery of Efficient Care     Delivery of Dependable Care     Delivery of Safe Care
	Insurance Type     Method of Arrival	

## Symptoms of Industrial Sickness

- Shortage of cash
- Deteriorating financial ratios
- Continuous decline in prices of shares
- Delay in audit of annual accounts
- Delay and default in the payment of statutory dues
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- morale degradation of employees
- Debt /external fund increase

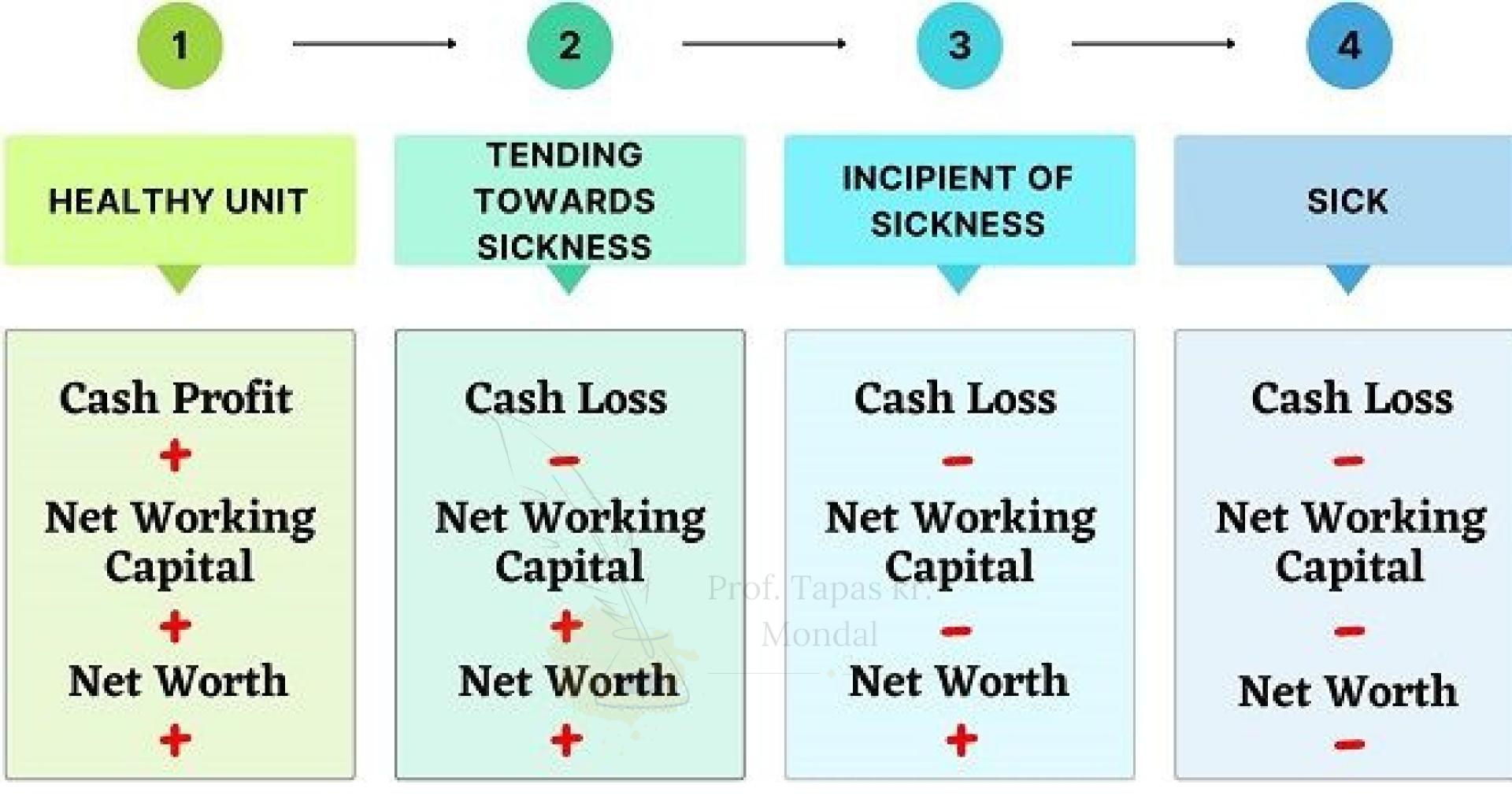
### Causes of Industrial Sickness

# Internal Causes for Sickness

- Lack of Finance
- Bad Production Policies
- Marketing and Sickness
- Ineffective Corporate Management
  - Inappropriate Personnel Management

# **External Causes** for Sickness

- Personnel Constrain
- Marketing Constraints
- Production Constraints
- Financial Constrain



#### **Concept of Disease**

- Expansion of disease definitions ("disease creep")
  - Including (unpredictable) early stages
     Branding of disease entities

#### **Patients**

More informed,
Requesting more
More worried
More focused on health
Activism

#### **Technology**

Increased diagnostic accuracy
Detecting more cases
Focus on surrogate outcomes



#### **Professionals**

- Expansion (Medicalization)
  - Defensive medicine
- ·Overemphasis on diagnosis,
- Oversensitivity to diagnosis,
  - Overrating diagnosis
    - Incidentalomas

#### **DIAGNOSIS**



Diagnosis = certainty

Media

- •Diagnosis = knowledge
- Diagnosis implies treatment
- Diagnosis implies improved health



#### Industry

- Disease mongering,
  - Selling sickness
- Improving tests (accuracy)
- Promoting tests and treatments

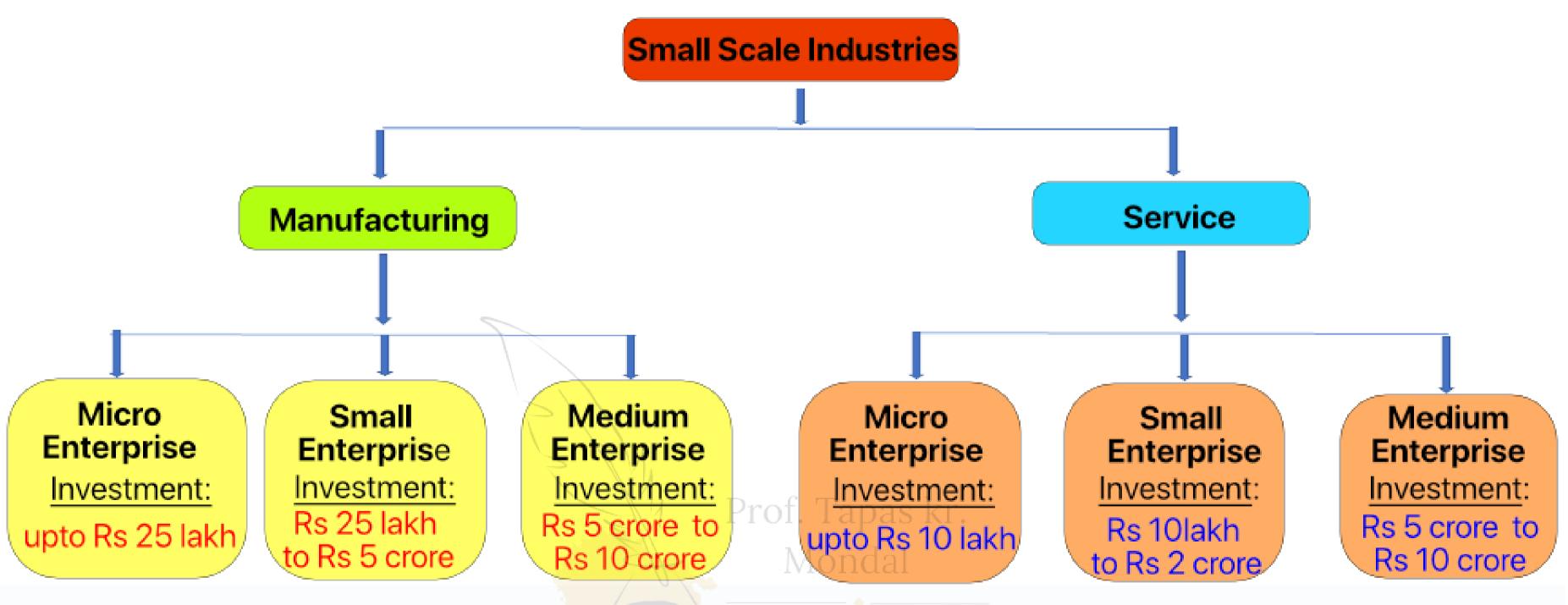
#### Law

Fear of ignoring pathology and litigation Defensive medicine

#### **General trends**

- Exuberance:
- new/more/advanced/expensive is better
  - Naming = gaining control
- Imperative of possibility ("because we can")

### Classifications in SSI sector



### **ENTERPRISES**

1

Financial assistance

2

Technical assistance

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Marketing assistance

# Thank You

