

Environmental Communication in Health Service

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Abstract:

Health services have an exceptional role in the spheres of preventive medicine and public health promotion. The success of the organization depends on the understanding and satisfying the current and future needs and expectations of present and potential customers and end-users. Over the past two decades, communication has become an essential activity of organizations. Special communication on environmental values, actions and performance. Our paper presents the most important facts concerning environmental communication in health service.

Key words: health service, environmental communication, relationship management

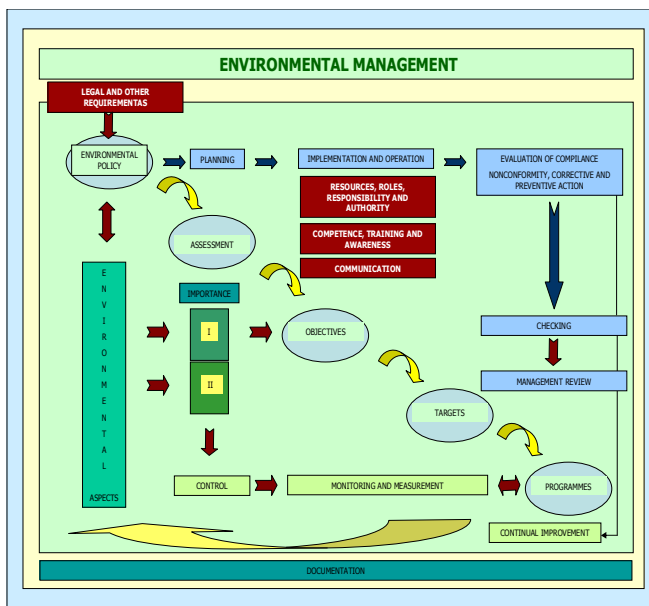
1 Introduction

Health services have an exceptional role in the spheres of preventive medicine and public health promotion, in the sense of keeping a favorable balance between costs and benefits. Because of this try to improve delivered health service quality and safety through process improvements to increase the value added to the organization and customer, improve the image of the organization, increase customer confidence and have a tool to reward quality. Also are important: maintain consistency in the global approach with TS-16949 and other ISO 9000/14000 sector-specific documents, e.g. medical devices (ISO13485), medical laboratories (ISO/DIS 15189), develop/incorporate a process that is actionable, minimize/reduce burden on health service organizations [13]. The environment management is so the consequence of innovation's administration and processes in sense of consideration of dialectic system of viewpoint[1]. Health service organizations should define all their processes. These processes, which are typically multidisciplinary, include administrative and other support services, include such examples as:

- a) the organizational development, including quality, environmental, safety and health management system,
- b) the development and delivery of training to educate,
- c) the process,

- d) the preventive and corrective maintenance program for equipment and facilities,
- e) the continued care of patient/client in any setting,
- f) the counseling of a patient/client and family [14].

It was "Old Economy" Army, we need "New Economy" Army[2]. Process modeling uses guidelines of the ISO 9001:2000 standard. Arnica Montana, a private pharmacy, decided to apply a process method in the spheres of operating quality management, environment treatment, safety and health at work precautions – for the entire scope of pharmacy activity. ISO 9001:2000 is one of International Standards dealing with quality system requirements that can be used for external quality assurance purposes. ISO 14001:2004 dealing with environment system requirements [4]. A process method means systematic recognition and management of processes used within the pharmacy and their mutual impact. The model takes into account an important role a customer has in defining input requirements [5]. Because of these, communication has an important role. Customers' satisfaction supervision is essential for evaluating and confirming the fulfillment of customers' requirements. It is equally important for the performers of the process to carry out their work tasks with little or no work risk [8]. Picture 1 shows a schematic presentation of the environmental process method sample model.



Picture 1: Environmental management system model ISO 14001:2004

The success of the organization depends on the understanding and satisfying the current and future needs and expectations of present and potential customers and end-users, as well as understanding and considering those of other interested parties. Because of these, management shall ensure that appropriate communication channels are established within the organization and that communication takes place regarding the effectiveness of the management system.

An efficient and successful system of providing quality and environmental service pertaining to medicinal products/services supply - a system satisfying the needs, wishes and expectations of everybody concerned through an overall activity control, is one of the most suitable mechanisms enabling us to have global supervision and to act globally on the local market – with global characteristics. Simultaneously, such a system offers a possibility of constant growth in business operation [7].

2. Motivation for communication

Each organization has interested parties, each party having needs and expectations. Interested parties of organization include:

- customers and end-users,
- people in the organization,
- owners/investors (such as shareholders, individuals or groups, including the public

sector, that have a specific interest in the organization),

- suppliers and partners, and
- society in terms of the community and the public affected by the organization or its products [12].

Over the past two decades, communication has become an essential activity of organizations. Special communication on environmental values, actions and performance. Organizations all over the world are confronted with the need to express their views, and present and explain the environmental implications of their activities, product and services [12].

For Slovenia monitoring of the state of the environment and reporting to both domestic and international public as well as respective institutions represents a crucial novelty arising from the package of the European environmental legislation. The reporting obligation is an international exchange of environmental data and information supporting the data collection and guaranteeing access which results in the strengthening of political as well as social culture in relation to the environment. The system for reporting environmental data, monitoring the state of the environment and informing the public about environmental issues is being established at the Environmental Agency of the Republic of Slovenia (EARS), an authority within the Ministry of the Environment and Spatial Planning (MESP) [14].

The primary beneficiary of the health service system is the patient/client. Health service design, delivery, management and/or administration should focus ultimately on the patient/client [10]. Due care regarding safety and relevant means to minimize potential risks to patients/clients, other customers and employees and environment should be addressed in the organization's quality policy and practices. The organization should promote internal awareness of safety considerations relative to the service they provide. Also should have a security management plan, with procedures as appropriate, to provide for the security of interested parties and health information, e.g. controlled access to specified facilities, documents and records. Messages gained through data integration and analysis, supplemented with expert opinion, are necessary support for decision makers/top management and integral part of public right to be informed on the state of the environment and effectiveness of environmental policies. Environmental communication often results in many benefits, such as:

- assisting interested parties in understanding an organization's environmental commitments, policies and performance,
- providing inputs/suggestions for improving the environmental performance of an organization's activities, products and services, and progress toward sustainability,
- improving understanding of interested parties' needs and concerns to foster trust and dialogue,
- promoting an organization's environmental credentials, achievements and performance,
- raising the importance and level of environmental awareness to support an environmentally responsible culture and values within the organization,
- addressing interested parties' concerns and complaints about operational and emergency environmental hazards,
- enhancing interested parties' perceptions of the organization, and
- increasing business support and shareholder confidence[13].

3. Customer focus

Therefore, innovations in management methods and organizational practices constitute a wide range of opportunities for "corporate entrepreneurs" as well as for other types of activating employees' ability and motivation management and other innovation management methods [3]. Management shall ensure that customer requirements and expectations are determined and are met with the aim of enhancing customer satisfaction. A full cooperation between these groups is a fundamental issue for a successful quality improvement of health services.

Private health service a new constituent element of health activity can significantly affect the development and growth of the latter in Health Service. Simultaneously, they exert influence on resources usage and consequently on costs optimization. Controlling costs and environmental impacts are a very important aspect of differentiation and competitiveness between the two sectors, private and public. Expert work along with permanent education enables us to form a competitive advantage in both spheres of the

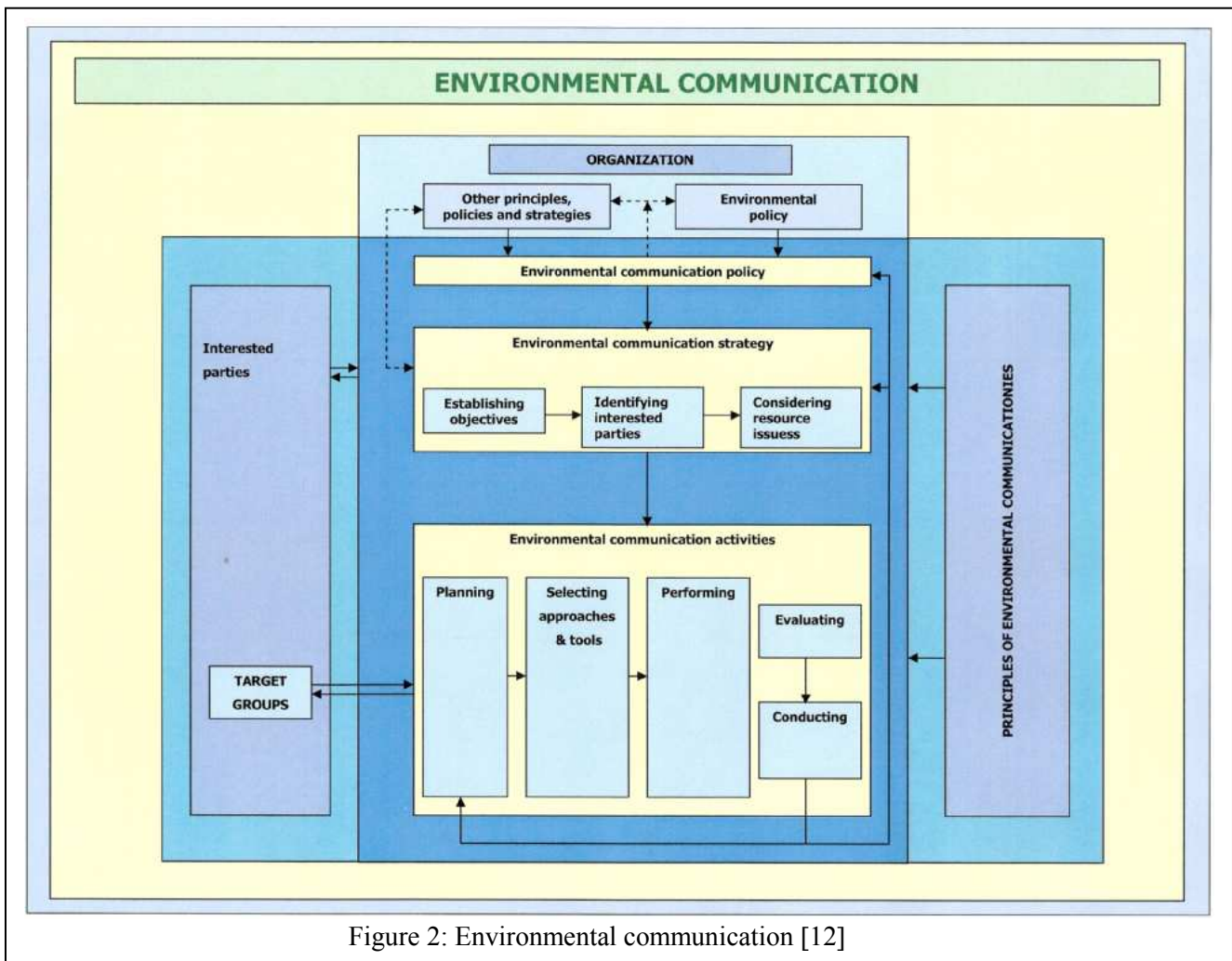
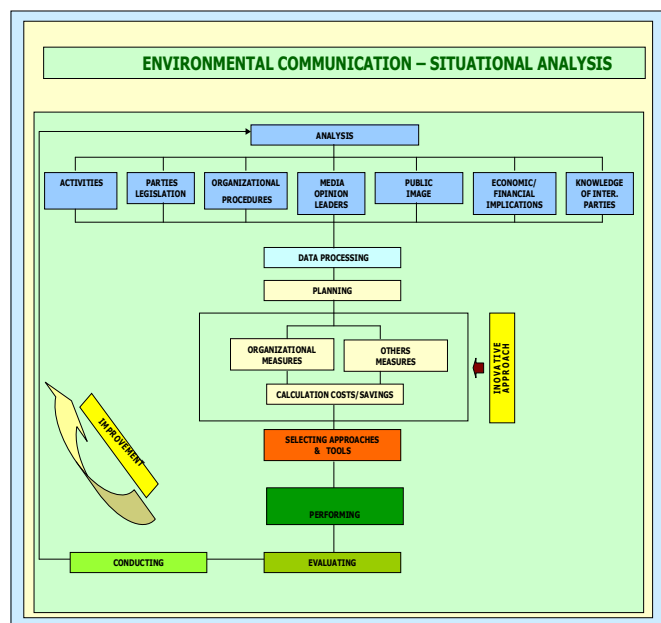


Figure 2: Environmental communication [12]

public audience, expert and non-expert, and to achieve considerably better results than in the past. To improve the management system, management need information.



Picture 3: Environmental communication – situational analysis

The best information come from customer client/patient. Examples of customer-related information include:

- customer and user surveys,
- feedback on aspects of product,
- customer requirements and contract information,
- market needs,
- service delivery,
- information relating to competition ,
- customer complaints,
- communicating directly with customers,
- questionnaires and surveys,
- subcontracted collection and analysis of data,
- focus groups,
- reports from consumer organizations,
- reports in various media, and
- sector and industry studies. [12].

This is the reason for the decision of health service sector to optimize business processes and introduce information support of business operation. With the quality and environmental management system and

information support of the business operation we can achieve the following basic goals:

- Assure and permanently improve the level of health service quality,
- assure constant growth of general population’s satisfaction with health service supply,
- optimize the economic aspect of business operation [7].

The model takes into account an important role a customer has in defining input requirements. Customers’ satisfaction supervision is essential for evaluating and confirming the fulfillment of customers’ requirements. It is equally important for the performers of the process to carry out their work tasks with little or no work risk.

4. Conclusion

Optimizing processes in private and public Health services is essential for process costs control and in for contributing to a rational medicinal products/services supply of the population. An organization should allow adequate time for the communication to be effective. Also the environmental communication. The time needed depends on the nature of the communication, the number of interested parties and their concerns, and the type of media used. The use of incremental and breakthrough quality and environmental management techniques to constantly improve processes, products, or services provided to internal and external customer and thus achieve higher levels of customer satisfaction. Privatisation of a public health service may be one possible step in combination with a thorough consideration of all benefits and deficiencies [6].

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