

## Book Review

### ***Private Hospital Management in India: A Strategic Perspective***

Rajkumar Giridhari Singh (2014): Ruby Press & Co, New Delhi, pages 221, price Rs. 999, ISBN 938239528-8

The book under review entitled *Private Hospital Management in India: A Strategic Perspective* authored by Rajkumar Giridhari Singh is a welcoming addition to the literature on a subject of topical importance. It explores the pattern of hospital management and a wide range of services provided by private hospitals in India. The author made a sincere attempt to scan the healthcare environment in the country in terms of various constituents of external and internal environment. The treatment of the subject is concise as well as comprehensive so as to include all the elements. It is helpful for those interested in understanding the fascinating subject of strategic perspectives in respect of healthcare sector. As indicated in the title, the author has tried to adopt a strategic perspective and a managerial orientation to the study. Divided into six chapters, the book provides a road map for healthcare organisations planning to adopt the strategic perspective in their journey.

Chapter one deals with foundation concepts pertaining to hospital as a healthcare institute. It covers the nature and scope of hospital, the emergence of modern hospital, the challenges involved in managing a hospital, business orientation, different stakeholders involved, private hospitals in India, need for strategic management and a detailed literature review on the study of strategic management.

Chapter two focuses on a theoretical review of strategic management. The chapter basically deals with the conceptual issues relating to business strategy, the relationship between strategic management and general

management, benefits of strategic management, its limitation, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, Michael Porter's generic strategies and so on.

Chapter three discusses the healthcare environment in India. This chapter describes the healthcare system in the country, the regulatory bodies for monitoring the standard of medical education, some important health legislations in India, the National Health Policy, and health resources in terms of the number of doctors, the number of nurses and so on, physical resources for health namely the number of colleges and medical care facilities, financial resources

for health in terms of outlays of health plans and international partnership. This core chapter further highlights the issues relating to private healthcare sector in India, healthcare scenario in the North East and the opportunities and challenges faced by the healthcare sector.

Chapter four profiles some of the leading private and public hospitals in the country. The private hospitals include Apollo hospital, Max Healthcare, Fortis Healthcare, Narayana Health and Care Hospitals. This chapter has a detailed section on healthcare sector in Manipur, a state of North East India. However, this chapter could not provide any insights regarding the strategic management adopted by them.

In chapter five, the author made an attempt to appraise the hospitals in terms of the major policies such as quality management, waste management, corporate social responsibility, employee appraisal

system and so on. The author also highlights the importance of human resources in terms of employee commitment and satisfaction, and physical resources in terms of medical technology and equipment. However, this chapter is mostly theoretical rather than based on empirical study. The final chapter presents the main conclusions of the study and offers specific suggestions to the management of private hospitals and the governments as well.

At the end, the book provides the Charitable and Religious Trusts Act, 1920 (14 of 1920) as appendix. On the whole, the book is a useful work on a subject of great importance. Though it has not covered the application of various concepts of strategic management, as expected, in relation to private hospital management, it meets the requirement of business students, research scholars, healthcare professionals and the policy makers.

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