

Strategic Management In Health Care - PADM 7620 – Spring 2008

FINAL WRITING ASSIGNMENT

Assigned March 24, 2008

Due at the start of class April 7, 2008

FORMAT

The memo will be typed in 12 point type with one inch margins on all sides.

The memo will be a maximum of four pages long.

There will be no additions, attachments or addenda.

Memos must contain specific times and fictitious phone numbers.

Your name should be on the first page under “From”.

Staple the pages together.

Do not use covers, binders, or clips.

ASSIGNMENT

Your assignment is to prepare a memo that tells all your employees at St Elsewhere Primary Care what to do when a hurricane threatens, how to handle evacuations, and what to do if the clinic or their homes are damaged.

You are a clinic manager for St. Elsewhere Primary Care located in Baton Rouge. Your clinic provides primary medical care services to an established panel of patients and to walk-in patients from the community. You have an after-hours program that runs from 4 till 7 pm on week days and for 4 hours on Saturday mornings. You have scheduled appointments during the day but after-hours takes appropriate walk-in patients on a first come, first served basis. Severely ill patients are referred to the emergency room or stabilized and transported by ambulance.

Your staff includes 8 primary care doctors and 2 physician’s assistants who work various hours in the clinic. You have 8 LPN’s, 5 MA’s, and 10 clerks who support your providers. You are the manager. There is a nursing supervisor, a tech support person and a janitor. You have a computerized system for scheduling, accounting and medical records. Your clinic is in a building that has six specialty departments and the administrative offices of the St Elsewhere Clinic System. Your program is still feeling the effects of hurricanes last summer and hurricane season starts again on June 1.

COMMITTEE WORK

Class on March 24, 2008 will be a committee of the whole to decide how we are going to run St Elsewhere Primary Care during storm closings and mass evacuations into Baton Rouge. This class will be a working session to decide what issues are critical and what the plans will be. You should have your own notes about the discussion, as you would from any committee meeting. During class on March 31, we will discuss any problems that arise as you do the first draft of your memo.

Your final memo will be due on April 7 at the beginning of class. This memo must address all issues identified as critical in the original class discussion and in the follow-up.