6. What are the merits of Consumer Protection Act?

5. Write a note on case mix classification system.

4. What is the necessity to classify patients?

3. Explain the system approach towards quality.

2. What is patient confidence?

1. What is patient-centric management?

All questions carry equal marks.

Answer any five questions.

PART A — (5 × 6 = 30 marks)

Maximum : 100 marks

Time : Three hours

(2013 - 2014 Batch onwards)

PATIENT CARE MANAGEMENT

Hospital Management

Third Semester

DECEMBER 2014/JANUARY 2015

M.B.A. DEGREE EXAMINATION

M.B.A. 3006
7. What are the functions of national commission?

8. What are the procedures for maintaining medical records in a hospital?

PART B — \( 5 \times 10 = 50 \) marks

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the objectives of patient safety and patient risk management.

10. Explain the various models for quality improvement and variations in practice in a hospital.

11. What are the various types of patient classification systems?

12. What are the powers of the district forum?

13. What are the use of investigational drugs?

14. Explain the procedures for medical audit in a hospital.

15. Discuss the policies and procedures for general safety in a hospital.

16. What are the fire safety procedure followed in a hospital for evacuation?
systems. Treatment, adding to the burden on healthcare it encourages people to request unnecessary consumers can raise concerns. Critics believe that the use of prescription medicines directly to rather than health care professionals. Promoting form of advertising is directed toward patients, controversial issues in pharmaceuticals as this DTC advertising (DTC) is one of the most print, radio and other mass media. Consumers' forms of DTC advertising include TV, companies to pitch their products directly to the only two countries in the world that allow direct advertising. United States and New Zealand are advertising. This is known as direct-to-consumer (DTC) medicines to consumers through advertisements. In the US it is legal to advertise prescription

Case study: (Compulsory)

PART C — (20 marks)

Questions:

(a) As a Marketing Chief of a well known pharmaceutical company in the US, outline the marketing ethics principles your company will follow for DTC advertising.

(b) Use DTC drug ads beneficially?
The drug industry argues that DTCA helps ‘educate’ consumers of potential conditions and encourages them to see their doctor for diagnosis and treatment. While acknowledging that DTCA increases the amount spent on prescription drugs, they argue that in the long run early treatment and diagnosis reduces spending on other medical services, such as hospitalization. Critics of DTCA argue that the industry’s advertising is primarily emotional in style and understates the adverse side-effects and as such is misleading. The imagery of the ads is appealing while the potentially serious side effects are buried in the fine-print. They also argue that the claimed health benefits are overstated. Surveys reveal that people who have seen DTC ads will often request and be prescribed the drug. DTCA campaigns will usually aim to have pre-primed doctors via a parallel promotional campaign. Critics argue that this results in over-diagnosis of a condition and the inappropriate use of prescription drugs, even where non-drug treatments are as or more effective. As a result, DTCA unnecessarily drives up the overall cost of healthcare without necessarily improving the health of those treated.

In 1982, the United States Food and Drug Administration (FDA) prompted pharma company Lilly to retract a press kit for its NSAID (Non Steroidal Anti-Inflammatory Drug) Oraflex, citing the “false and misleading” provision of risk information. DTCA was only legalized in the US after a 1985 FDA ruling, but the agency required the adverts to include a great amount of information on the risks of the drugs. Drug companies spend to the tune of $5 billion a year in DTC advertising. The availability of DTC advertising, in turn, has had a pronounced effect on drug companies priorities. As numerous critics have observed. DTCA invites the development and promotion of drugs aimed at very large groups of users suffering from chronic and persistent? But not necessarily life-threatening conditions. Critics say the advertising promotes the over-use of prescription drugs that are sometimes dangerous. In fact, studies indicate that this great amount of advertising has been successful in raising the prescription rule of DTC drugs by 34.2%, compared to only a 5.1% increase in other prescriptions. This, and many other aspects of DTC advertising, has made it extremely controversial among public health officials and physicians.