

CLASS: III NUTRITION, FSM & DIETETICS

SUBJECT: HOSPITAL FOOD SERVICE ADMINISTRATION

SUBJECT CODE: CENU54

Unit- IV

Marketing and Materials management, Human resource management, managerial accounting and financial management, importance of material management, principles of material management, inventory management. Types of Computer system used for reservation system, Point of sale system (POS) and Property management system (PMS).

MARKETING OF HEALTH SERVICE

Health Marketing is a multidisciplinary area of public health practice. This innovative approach draws from traditional marketing theories and principles and adds science-based strategies to prevention, health promotion and health protection. Drawing from fields such as marketing, communication, and public health promotion, health marketing provides a framework of theories, strategies and techniques that can be used to guide work in public health research, interventions, and communication campaigns.

DEFINITION:

Health Marketing involves creating, communicating, and delivering health information and interventions using customer-centered and science-based strategies to protect and promote the health of diverse populations (CDC, 2005).

HEALTH MARKETING IS:

A multidisciplinary practice that promotes the use of marketing research to educate, motivate and inform the public on health messages

An integration of the traditional marketing field with public health research, theory and practice

A complex framework that provides guidance for designing health interventions, campaigns, communications, and research projects

A broad range of strategies and techniques that can be used to create synergy among public health research, communication messages and health behaviors.

<https://www.cdc.gov/healthcommunication/toolstemplates/WhatIsHM.html>

INTRODUCTION

Health marketing and communication is an emerging field that draws from traditional marketing theories and principles. Health marketing is defined as creating, communication and delivering health information and interventions using customer-centered and science based strategies to protect and promote the health of diverse populations.

MARKETING

Marketing is the process by which products are used to meet human or social needs. By acting as the link between vendors and consumers, marketing is an essential part of the exchange of goods and services. The fundamental aspects of marketing are the same whether they meet the need for a commercial product or a public health service. Therefore, health marketing is a form of traditional marketing.

For both traditional marketing and health marketing, the end user of a product or service is called a 'consumer' and a group of consumers is referred to as a 'market'. Characteristics of the market are considered at every stage in the marketing process, including the initial development of a product.

MARKETING MIX

Marketing mix is a term used to describe the integration of four fundamental marketing elements, which are sometimes called the 'four Ps':

Product: the item, good or service that is being provided that delivers

benefits to those who consume it; includes quality, packaging, design and brand name

Price: monetary and non-monetary costs to the market

Place: channels and locations where the product can be obtained
Promotion: direct communication, publicity and advertising

Each of these four components should be present in a marketing plan. However, it is the science of correctly using these elements in combination with one another that provides the effective 'marketing mix'. Essentially, to be effective a "product must be tailored to customer needs, priced realistically, distributed through convenient channels, and actively promoted to customers." *

BENEFITS OF HOSPITAL MARKETING

Better competitive advantage results in increased acquisition of patients
Increased visibility

Focused patient engagement with relevant, personalised & timely outreach

Improved patient retention and loyalty

Connect with patients across multiple channels

Reduced miscommunication / misinformation

Improved reputation management

<https://www.docengage.in/hospital-marketing>

BENEFITS OF HEALTH CARE

MARKETING

Find prospective patients with business objectives in mind, i.e. a healthy payer mix or high-value service line growth

Increase strategic advantage to attract patients in a hypercompetitive landscape

Keep patients engaged with relevant, personalized, and timely outreach throughout their journeys

Retain patients long-term and improve loyalty in your healthcare community

Drive more qualified leads, generate revenue with healthy margins
Connect with patients across multiple channels

Evaluate productivity and re-align strategy with comprehensive data analytics

<https://partners.healthgrades.com/faq/what-is-healthcare-marketing>

HUMAN RESOURCES MANAGEMENT IN HOSPITAL

A hospital is a microcosmic community that operates like a small city, presenting the same issues with a stronger dynamic due to the human interaction factor. With functions that cover everything from performance management to safety, Human Resources Management plays a vital role in the health care workplace in ensuring the delivery of health care services and facilitating optimal patient outcomes. In any health care setting, the Human Resource department fills a variety of personnel needs that both employers and employees encounter. The role of this department is to manage all aspects of operations that are personnel related.

Examples of Specific Human Resources Management Functions Include:

- Hiring**
- Physician and Nurse Recruitment**
- Employee Orientation**

- Personnel Management**
- Benefits & Compensation Management**
- Counseling**
- Claims Handling**
- Training and Performance Monitoring**
- Professional Development Programs**
- State and Federal Regulations Education**
- Work place Safety and Sanitation**
- Labor Mediation**
- Administration – Employee Meetings**
- Staff Morale & Retention**

PERSONNEL MANAGEMENT

The personnel department hires and fires employees and locates temporary workers when needed. Management handles all the financial and time related aspects of an employee's work life. Human resource management makes decisions about the personal health, progress and welfare of workers.

COUNSELING

A human resources counselor is a very specialized position that may require advanced training and certification. In certain HR Counseling jobs, a bachelor's degree in Counseling or higher is often mandatory. Counseling at the work place can involve sessions with employees who have marital, drug and alcohol related issues or family crises.

CLAIMS HANDLING

In any business a variety of circumstances can arise that require employees to file a claim. These instances could include injury, layoff, getting fired or an incident of harassment or related experience. Human Resource professionals specialize in all areas of labor claims and have the proper knowledge of state and federal laws regarding claims handling.

TRAINING AND PERFORMANCE MONITORING

A primary task performed by human resources is quality control. Employees can be trained to perform at optimal levels by utilizing their primary skills. Human Resources specialists develop tests to monitor skill levels that can be administered during the hiring process or later in the term of employment. Additionally, Human Resources Managers work closely with both clinical and non-clinical department managers in order to develop relevant professional development programs and provide useful continuing education opportunities for employees.

Modern Advancements in the Field Provide More Opportunities

Human Resources have evolved dramatically in the last few decades into an all inclusive management department. At one time, this part of a business was solely clerical. It was delegated to the personnel department who handled hiring, firing, book keeping and payroll. Advances in work place management have opened the door for more specialized needs and roles of employees. In turn, personnel departments grew into a highly specialized field with either an internal or external human resources department.

SUMMARY OF COMMON HUMAN RESOURCE FUNCTIONS

Each departmental role is intricate which often leaves the employee or

employer wondering where and how to address certain concerns. A guidebook is an easy, efficient way to provide a tool that will answer many questions. Common issues outlined in a question and answer format offers an easy to navigate guide that can be distributed to everyone.

Human Resource personnel usually gather the data to compile such a guide book and distribute copies to all employees under their management.

MEETINGS BETWEEN STAFF, EMPLOYEES AND ADMINISTRATION

Human Resource Management maintains the lines of communication at all levels to better manage business personnel. Regular meetings are an efficient way to discuss issues and needs. Personal interaction opens dialogue for suggestions and grievances between administration, staff and employees. Meetings build trust and confidence in a company and assure that quality control is in place effectively.

Communication is a core tenet in group dynamic principles. This part of the workplace interaction is guided by human resource specialists. In a research series, communication will be explored as a group dynamic to show its effectiveness in improving employer-employee relationships and company productivity.

HUMAN RESOURCE MANAGEMENT IS VITAL IN HEALTH CARE

Effective human resources management plays a crucial role in the success of health care systems. Proper management of human resources is vital in the recruitment and retention of clinical and non-clinical staff, maintaining staff morale, providing opportunities for professional development, and in the ability of a health care organization to deliver quality health care services and improve patient health outcomes.

<https://www.healthcareadministration.com/what-is-the-function-of-hospital-human-resource-management/>

FINANCIAL MANAGEMENT

WHAT IS MANAGERIAL ACCOUNTING?

Managerial accounting is the practice of identifying, measuring, analyzing, interpreting, and communicating financial information to managers for the pursuit of an organization's goals. It varies from financial accounting because the intended purpose of managerial accounting is to assist users internal to the company in making well-informed business decisions.

MEANING OF FINANCIAL MANAGEMENT

Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

<https://www.managementstudyguide.com/financial-management.htm>

The primary role of financial management in healthcare organizations is to manage money and risk in a way that helps to achieve the financial goals of the organization. When a healthcare organization has strong and organized financial management plans, they're able to provide efficient healthcare to all their patients.

What are the major objectives of financial management?

OBJECTIVE OF FINANCIAL MANAGEMENT

Profit maximization. Main aim of any kind of economic activity is earning profit.

Wealth maximization.

Proper estimation of total financial requirements.

Proper mobilization.

Proper utilization of finance.

Maintaining proper cash flow.

Survival of company.

Creating reserves.

What is the purpose of financial measurement in healthcare?

The primary role of financial management in healthcare organizations is to manage money and risk in a way that helps to achieve the financial goals of the organization. When a healthcare organization has strong and organized financial management plans, they're able to provide efficient healthcare to all their patients.

What are the aims and objectives of financial management?

The primary objectives of financial management are: Attempting to reduce the cost of finance. Ensuring sufficient availability of funds. Also, dealing with the planning, organizing, and controlling of financial activities like the procurement and utilization of funds.

What is the main purpose of financial management?

Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

<https://dgstudentfinance.com/qa/what-is-the-most-important-objective-of-healthcare-financial-management.html>

PRINCIPLES OF MATERIAL

MANAGEMENT THE 10 PRINCIPLES

OF MATERIAL HANDLING

PLANNING PRINCIPLE

The planning principle states that all material handling operations should be the results of a deliberate plan. The performance objectives, the need of

the operation and the functional specification should be defined from the very beginning.

STANDARDISATION PRINCIPLE

The standardisation principle of material handling believes that all methods, equipment, controls, and software should be standardised within the limits of achieving the performance objectives. This should not sacrifice the needed flexibility, modularity or throughput.

WORK PRINCIPLE

The work principle of material handling believes that material handling work should be minimised without hindering productivity or the service level requires for the operation.

ERGONOMIC PRINCIPLE

The capability of humans and limitations should be recognised and respected. This should be considered when designing the material handling tasks and equipment in order to ensure a safe and effective operation.

UNIT LOAD PRINCIPLE

This principle of material handling requires all unit loads to be appropriately sized. They should also be configured to achieve the material for and the objectives at each stage in the supply chain.

SPACE UTILISATION PRINCIPLE

Space Utilisation requires all available space is used effectively and efficiently.

SYSTEM PRINCIPLE

The system principle states that all material movement and storage activities should be integrated to form a coordinated operational system. This should include the following things.

Receiving

Inspection

Storage

Production

Assembly

Packaging

Unitising

Order Selection

Shipping

Transportation

Handling of returns

AUTOMATION PRINCIPLE

Wherever possible, all material handling operations should be mechanised or automated. This improves operational efficiency, increased responsiveness, improved consistency, predictability and decreases operational costs and/or potentially unsafe manual labor.

ENVIRONMENTAL PRINCIPLE

The environmental principle of material handling believes that all environmental impact and energy consumption should be considered when designing or selecting alternative equipment and material handling systems.

LIFE CYCLE COST PRINCIPLE

Finally, a thorough economic analysis should account for the entire lifecycle of all material handling equipment and resulting systems.

<https://www.palletrucks-trolleys.com/news/post/principles-of-material-handling>

IMPORTANCE OF MATERIAL MANAGEMENT:

Material management is a service function. It is as important as manufacturing, engineering and finance. The supply of proper quality of materials is essential for manufacturing standard products. The avoidance of material wastage helps in controlling cost of production. Material management is essential for every type of concern.

The importance of material management may be summarized as follows:

1. The material cost content of total cost is kept at a reasonable level. Scientific purchasing helps in acquiring materials at reasonable prices. Proper storing of materials also helps in reducing their wastages. These factors help in controlling cost content of products.
2. The cost of indirect materials is kept under check. Sometimes cost of indirect materials also increases total cost of production because there is no proper control over such materials.
3. The equipment is properly utilized because there are no break downs due to late supply of materials.
4. The loss of direct labour is avoided.
5. The wastages of materials at the stage of storage as well as their movement is kept under control.
6. The supply of materials is prompt and late delivery instances are only few.
7. The investments on materials are kept under control as under and overstocking is avoided.

8. Congestion in the stores and at different stages of manufacturing is avoided.

<https://www.yourarticlelibrary.com/material-management/materials-management-meaning-importance-and-functions/53156>

INVENTORY

MANAGEMENT WHAT

IS INVENTORY?

Inventory is the term for the goods available for sale and raw materials used to produce goods available for sale. Inventory represents one of the most important assets of a business because the turnover of inventory represents one of the primary sources of revenue generation and subsequent earnings for the company's shareholders.

<https://www.investopedia.com/terms/i/inventory.asp> **WHAT IS**

INVENTORY MANAGEMENT?

Inventory management refers to the process of ordering, storing and using a company's inventory. This includes the management of raw materials, components and finished products, as well as warehousing and processing such items.

Inventory Management in the healthcare industry is the area of research on efficiently managing inventory acting as pre-requisite for many planning and decision-making processes in the systems of the industry.

Inventory Management in the healthcare industry should first and foremost focus on patient care and satisfaction with assurance of availability of a large number of high-quality inventories and regularly changing the environment.

Inventory control is supervision of the supply and storage and accessibility of items in order to insure an adequate supply without excessive oversupply. It can also be referred to as internal control - an accounting procedure or system designed to promote efficiency or assure the implementation of a policy or safeguard assets or avoid fraud and error etc

<https://www.scribd.com/doc/26251028/Inventory-control-in-hospital> **TECHNIQUES**

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There are several techniques a person can use to increase profitability and streamline workflow via proper inventory control. Through research, competitive analysis and experience, an effective business leader can balance costs versus benefits to storing and ordering the necessary supplies to ensure business vitality. The supply chain is made of all materials that help you to produce, market and supply your product.

Inventory control means that you have identified every facet of your supply chain and its logistics.

FIFO

1. If you deal in perishable items, FIFO (first in, first out) is an important concept to understand and maintain throughout the supply chain. If a grocery store did not rotate their stock, new stock coming in would get taken immediately and older stock would expire, causing great loss. Stock must be arranged by date received.

CUTTING EDGE CONTROL

2. For a great deal of stock that needs constant management, consider barcodes or RFID (radio frequency identification) where hand-held readers can immediately tell you where valuable merchandise is. Many IT inventory programs on the market provide a wealth of features including tie-ins to USPS, Fed-Ex and/or UPS to track merchandise and provide real-time logistics.

COSTS VERSUS

CONVENIENCE 3.

A Business owner must balance space available for extra stock versus speed of product turnover, fees for storage, cost in bulk versus regular ordering, and whether clients/end users would be willing to wait.

STOCK LEVELS

4. Defining your minimum stock level will allow you to set up regular inspections and re-ordering of supplies. Take into account emergencies and vendors taking longer than average to replenish stock. This will aid you in arriving at JIT (just in time) ordering, where stock is held for a minimum amount of time before moving on to the next stage in the supply chain.

SECURITY:

Stock security is a necessary cost. Many experts recommend separating staff that is responsible for stock management from staff that has financial responsibility. Many times, shoplifting and thievery is committed by employees rather than a stranger. Security guards, cameras, bar codes and security devices are used by most businesses since the cost of security is minimal compared to the millions of dollars that U.S. businesses lose each year to stolen goods. Training staff in identifying potential security issues and having a clear method of reporting violations is important in reducing crime. Often, shoplifters and thieves use standard techniques to distract employees and take stock.

STOCK ON HAND

6. Having a great deal of stock on hand has both positive and negative consequences. Having an immediate supply means that end users get their product that much sooner. Speed and immediate gratification for a client can make the difference not only in a sale, but recommendations, repeat

business and client loyalty. In the modern business environment where every business is a global business, an emergency or unforeseen circumstance anywhere in the world can render competition without resources you have on hand. Of course, one must take into account using capital in bulk buys, management, management and insurance costs as well as goods perishing or becoming obsolete.

IMPORTANCE OF INVENTORY MANAGEMENT IN HEALTHCARE INDUSTRY

Inventory Management has a vital role in the Healthcare Industry, especially when people's lives are at stake. The Inventory Management Software lets you know the detail information on medicines batches & stock. It is also very useful in maintaining the doctor's equipment.

What difficulties are faced by Hospital administration?

Shortage of Pharmaceuticals

Loss or Theft of Surgical

Equipment Loss or Theft of

Pharmaceuticals Overstock of

Pharmaceuticals

Tracking Expiry date of Pharmaceuticals

Sorting Medicines

Generating Bills

Creating Sales

Reports

Saving Medical device from getting stolen

How Inventory Management helps in overcoming the challenges?

It informs which pharmaceuticals are less in stock, how much available in stock. It keeps tracks of all the medicines so it can also assist you in

managing medicines also alerts you when the expiry of medicine is coming.

When it keeps tracking your assets efficiently then there is no fear of theft and stolen assets (Surgical Equipment, Medicines & Medical devices). It also informs you about the condition of the surgical equipment for its maintenance.

<https://www.assetinfinity.com/blog/importance-inventory-management-healthcare-industry>

THE AIM OF INVENTORY CONTROL IN HOSPITAL IS TO:-

a. Maintain availability of item anywhere anytime in the hospital at optimum cost

b. Optimize cost by analyzing holding cost, ordering cost and stock out cost to have minimum cost of inventory.

c. Minimize dead stock and obsolescence. The whole principle is availability of items keeping cost to minimum; hence type of inventory cost is to be understood by all students. Process for keeping track of objects or materials. In common usage, the term may also refer to just the software components. Modern inventory control systems rely upon barcodes, and potentially RFID tags, to provide automatic identification of inventory objects. In an academic study

performed at Wal-Mart, RFID reduced Out of Stocks by 30 percent for products selling between 0.1 and 15 units a day. Inventory objects could include any kind of physical asset: merchandise, consumables, fixed assets, circulating tools, library books, or capital equipment. To record an inventory transaction, the system uses a barcode scanner or RFID reader to automatically identify the inventory object, and then collects additional information from the operators via fixed terminals (workstations), or mobile computers.

APPLICATIONS OF INVENTORY SYSTEM :-

An inventory control system may be used to automate a sales order fulfillment process. Such a system contains a list of order to be filled, and

then prompts workers to pick the necessary items and provides them with packaging and shipping information. Real time inventory control systems use wireless, mobile terminals to record inventory transactions at the moment they

Types of Computer system used for reservation system

COMPUTER RESERVATION SYSTEM

DEFINITION

A computerized system used to store and retrieves information and carry out transactions related to the information or booking of airline ticket, railway ticket, hotel booking etc. CRS has made the online booking and collecting information much easier, faster and effective.

INTRODUCTION:

The need for healthcare services is growing with the increase in population and the number of patients who seek health care at hospitals, medical facilities, holistic groups, and physicians practice has improved significantly.

These bring a new set of challenges for the staff of the facility and administrators. Online scheduling software, a recent technological advancement, has made the booking process in hospitals easier for both patients and administrative staffs.

Online Appointment & OPD Management System (e-Health Track) that provides patients or any user an easy way of booking a doctor's appointment online from anywhere, anytime. It's a complete software System for Outpatients registration, treatments, billing and reporting with complete details of patient's information.

Online Registration System (Hospital OPD Management Software) is a framework to link various hospitals across the country for User based online registration and appointment system, where counter based OPD

registration and appointment system through Hospital Management Information System (HMIS) has been digitalized.

PATIENT MODULE

For your first visit to hospital, registration and appointment with doctor is made simpler. All you have to do is verify yourself Register with us, Select Hospital and Department, Select date of Appointment and receive SMS for Appointment.

It allows end users to find a doctor and schedule an appointment on their convenient time and reduce waiting time in hospital.

This project offers where users can view various booking slots available and select the preferred date and time. The already booked slot will be disabling and will not be available for anyone else for the specified time.

Cancellation, Rescheduling and finalizing appointment. SMS

or Email confirmations and Reminders to patients.

It allows patients to upload and download their health reports.

HOSPITAL MODULE

Hospitals can come on board this platform and provide their appointment slots for online booking by patients. The system facilitates Hospitals to easily manage their registration and appointment process and monitor the flow of patients.

Registration of patient who had appointment.

Capture patient's demographic details with health-related report.

It allows doctors to electronically prescribe the medicines prescription and laboratory requisition.

Cancellation, Rescheduling and finalizing appointment.

Managing of patients records effortlessly.

It allows upload and download patient's health reports..

This module is used to have complete record of hospital employee like their address, contact number, email address, etc. It maintains the record department and category wise etc. One can search a person by name, contact number etc. In case of a doctor search by speciality.

<http://www.sys-track.com/hospital-online-appointment-system.htm>

WHAT ARE THE ADVANTAGES OF ONLINE SCHEDULING SYSTEM?

The online scheduling systems are also known in many names such as online booking application, online scheduler, online scheduling software, and more. It is one of the most commonly used web-based applications and enables individuals to securely and conveniently book their reservations and requests online via a laptop, tablet, smartphone, computer, and other web-connected devices.

Anyone can access the online appointment management system via the URL provided by the healthcare or medical facility or through a “Book Now” button in the website. Once the time and date are selected, the system confirms the bookings automatically and also records it within the system instantly without any intervention from the staff.

The online appointment management system also comes with features like automated text and email message reminders, which is sent to the booked patients or individuals on the date booked before their scheduled time of booking. The flexibility of the online appointment management system in healthcare includes

Booking inoculations and vaccine in hospitals.

Scheduling a patient's treatment, services, and appointments.

TIME-SAVING:

The staff spends less time on managing appointments. The patients can also save time as there is no need for calling the hospital and booking an appointment in the middle of their busy schedule.

For example, consider a large medical facility hospital which schedules 100 plus appointments daily. Every appointment call is handled by the support staff from the administration, and they spend approximately 3 to 4 minutes on a phone call.

In this case, if the healthcare facility switches to an online booking system it can save most of their time and also get more time to deal with other pressing tasks in the facility.

MONETARY SAVINGS:

The appointment management system can reduce the need for extra human resources created by the process of appointment scheduling.

24 HOURS CONVENIENCE:

An individual is needed to schedule an appointment over the phone calls during the office hours, and therefore people need to work around the clock on the phone booking. With an online appointment management system, the individual or the patient can book an appointment any time. It is seen that after business hours there is more than 55 percent of all appointments booked through online scheduling appointment systems.

ONLINE PAYMENT:

Every service needs a secure payment system. As an online appointment management system is safe, and the data is kept secure, people find themselves comfortable with online payments.

Healthcare providers are making use of the latest technology and keeping themselves updated to enhance quality. The online appointment scheduling system is considered to be a step forward to bring a healthcare

facility to the future.

Making the workflow perfect, enhancing data reporting and capturing, improving efficiency and time savings, providing the patient with significant convenience and choice, thereby enhancing the patient loyalty and trust are some important benefits of an online appointment management system.

CENTRALIZED INFORMATION SYSTEM:

Online systems make patient management easier and more efficient. Some online scheduling systems for appointments also have management of patient health records as part of the package. The organization can create a single point from which to save, update, manage and analyze patient information.

Recording, reporting and analyzing such information helps to efficiently manage the case file of a patient. All regularly recorded patient information, along with a history of check-ups and associated medical tests, can be used to make educated, carefully considered health care decisions. This can reduce the amount of documentation and the time it takes to access physical files.

It is also possible to avoid redundant data entries about the same patient. In addition, the ongoing records of the patient can be updated at each appointment, making patient information available for easy and fast access in one place.

<https://mocdoc.in/blog/benefits-of-an-online-appointment-management-system-in-healthcare-industry>

POINT OF SALE SYSTEM

A point of sale (POS) is a place where a customer executes the payment for goods or services and where sales taxes may become payable. A POS transaction may occur in person or online, with receipts generated either in print or electronically. Cloud-based POS systems are becoming increasingly popular among merchants

<https://www.investopedia.com/terms/p/point-of-sale.asp>

In today's health care climate, hospitals need to adopt new patient collection strategies if they want to stay successful. Boosting patient payments is only going to become more important as patients' personal cost responsibilities increase due to a rise in high-deductible health plans. One way to do this is to move the payments process right to the front of the treatment process – at the point-of-service.

<https://www.flywire.com/resources/pos-tools-the-no-1-way-to-improve-patient-collections>

BENEFITS OF POS IN HOSPITAL

The most notable inventions in recent years has been the development of the POS system. The Point of Sale system allows Health care system to make sure that their operations are running smoothly. It allows customer the opportunity to make payments for products or services right on site.

In addition to being more efficient than cash registers or using excel to manage the books, it is able to track sales, inventory, and management of customers. A manager can track just about everything that happens in the management.

Hospitals, in particular, have a ton of data that they need to track on a daily basis. In a world where the customers have patient portals available to track their own healthcare (as evidenced in Tackling the challenges of patient engagement with healthcare data), it is even more important now that data is up-to-date and accurate. In addition to healthcare, hospitals typically have large cafeterias and/or cafes for visitors, employees, and patients to visit. Implementing a POS system there is a perfect place to start.

ONLINE ORDERING

Having a POS system available can provide a huge benefit to effectively getting meals out to the hundreds of patients they have each day. Patients

could be able to order on an online tablet provided in the room or handled by one of the staff members. They would be able to have an up-to-date menu online that can be easily accessible for the customer. They would also be able to organize the options for the patients depending on their menu restrictions. This would ensure that a customer doesn't order something they are not supposed to have. This is also a method that can be used to track what food customers are ordering and can be monitored.

Online ordering allows for quick kitchen notification as well. The orders are routed to the kitchen and the staff can begin on a patient's meal right away. It is a much more efficient program than making a phone call, typing it into a computer, and then delivering the order to the kitchen staff.

PAYROLL BENEFITS

The POS system would be able to track employee statistics as well. Business owners would be able to see where the transactions are coming from and ensuring that the employees are doing their job correctly.

The system would allow you to add employees to the system, develop staff schedules, automatically email schedules to employees, track their hours, and keep an eye on their performance. Scheduling a large number of employees, especially in a hospital, can be an arduous task. But, with a POS system, it can be done right in the program and figure out a balanced schedule that meets the needs of your hospital.

SELF-SERVICE KIOSK

In addition to using the POS system to benefit patients, a self-service kiosk system can be implemented to help speed up the delivery and provide additional services to customers and employees.

This gives them the opportunity to place orders quickly without cash transactions. With the swipe of a credit or debit card, people can place their order, go back to what they were doing, and then return to pick up what they ordered. This can help to reduce the wait times, especially

around peak hours.

ADDITIONAL BONUSES

In addition to all of the above, companies can run a loyalty program through their POS system. This might be a way that you can reward employees who may be purchasing meals frequently from the hospital. It could also generate more revenue and prevent people from bringing in their own food if they know there is a rewards program.

The program also allows you to increase your marketing by collecting emails. The collection of emails can be used to email out promotions or other important information people would need to know about.

The POS system automatically creates profiles for people and that can be effective in the future. Hopefully, there will be a time soon where people can go to a hospital and not have to repeat every bit of information to every single person you run into. A quick, easily accessible program can be developed with these profiles to speed up the process in the future.

IN CONCLUSION...

POS systems are seen more and more in retail stores and the restaurant business. The medical field is slowly beginning to implement them into their businesses as well. In the future, programs like this will help with patient information and help places with large employees run a lot smoother. Like humans, technology will continue to grow and it is our job to keep up with the pace.

<https://www.healthcareguys.com/2019/05/16/the-benefits-of-pos-in-hospitals/>

PMS – Property Management System

What is the meaning / definition of PMS, in the hospitality industry?

PMS stands for: Property Management System. It is a local hotel administration system used for reservation, availability and occupancy management, check-in/out, images, guest profiles, report generation etc. This application is used in-house (in an individual hotel) to control the onsite property activities.

The PMS can be connected with other applications such as the hotel point-of-sale (POS) or the CRS. The interface to a CRS is an additional option in order to transfer availability, reservations and guest profile information.

<https://www.xotels.com/en/glossary/pms-property-management-system/> PROPERTY MANAGEMENT SYSTEM

A property management system (PMS) is a software application for the operations of hospitality accommodations and commercial residential rental properties.

WHAT IS A PROPERTY MANAGEMENT SYSTEM (PMS)?

A property management system (PMS) is software that acts as a centralised computer system for organising, scheduling and managing the day to day functions of an accommodation business

Functions managed by a PMS include automation of many common tasks, including:

BOOKINGS

Check-in and check-out

Telephone systems

integration Point of sale

(POS) integration

Event planning

Food and beverage costing

Hotel inventory supply management

Reporting of key performance indicators

(KPI)

Security and room locks

<https://www.google.com/amp/s/whatis.techtarget.com/definition/property-management-system-PMS%3famp=1>