AN EVALUATION ON THE EFFECTIVENESS OF QUALITY MANAGEMENT IN GOVERNMENT HOSPITALS. CASE STUDY OF BINDURA PROVINCIAL HOSPITAL FOR THE PERIOD APRIL 2012 TO NOVEMBER 2012

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ABSTRACT

The study evaluates the effectiveness of quality of health care management at Bindura Provincial Hospital. The broad aims of this study were 'to establish the service quality levels, to identify challenges hindering service delivery, to assess the competence of B.P.H staff in delivery quality services and to investigate the feasibility of applying total quality management at B.P.H. Background information about quality management at Bindura Provincial Hospital was also given. Literature relating to total health care management was reviewed and furthermore, analysis of previous research findings related to area of study was done with a purpose of finding a link between the present study and the accumulated knowledge in the field of interest. The preferred research design used was a descriptive survey and to facilitate data collection, research instruments such as questionnaires, depth interviews and documentary evidence were also used. Quantitative data was presented and analyzed as summarized statements. The sample used in this study includes 15 managers and 66 patients from Bindura community. A vivid description of how the study was carried out and an outline of the activities and the procedures undertaken during the course of the research was also done. In addition the chapter specifically looked at the research design, research subjects, research instruments, data collection procedures and data analysis methods. Key results from the survey and depth interviews were discussed and presented using tables and figures. The results were presented under titles related to research questions. From the data presented it was noted that the service quality at Bindura Provincial Hospital was poor. This was as a result of shortage of critical essential medical and surgical resources as depicted by a 53% response rate. Unavailability of doctors came up top with an 88% response rate plus other problems cited such as shortage of ambulances, water and sewer reticulation problems. Human and financial constraints were also noted resulting from brain drain and low revenue collection at the hospital. Finally some recommendations were made with the author to improve health service delivery and these include partnership and twinning, benchmarking, innovation and creativity, flow charting and blueprinting and as well practicing of Total Quality Management in all departments. The study recommends that further research be undertaken to establish how the effective management of the service-profit chain focusing on employee motivation can assist Bindura Hospital to improve service delivery.