

## A FEASIBILITY STUDY ON HR MANGEMENT ON RECRUTING MARKETING PEOPLE IN MEDICAL LOGISTICS

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### **Abstract:**

*This study identifies various sources of recruitment and selection processes in the Indian healthcare industry. In each company, recruiting and selection are the mechanisms for performance. This is because human resources (HR) play an significant role in an organization's overall success. The HR dept. is responsible for task refurbishment, incorporation of work concept knowledge and the introduction of work system management systems to ensure the establishment of appropriate human resource policies and practices. Presently, the Human Resource Department of hospitals are not focused on execution of the systematic and scientific HR Practices plus issues concerning the satisfaction level of employees. Hence, to understand the above issues of the Hospital sector, this research work titled “Study on Human Resources Management Practices in Hospitals and Its Impact on Employee Satisfaction” was carried out.*

*Key words: HR policies, Marketing criteria, Diagnostic equipment’s*

### **1.0 Introductions to logistics market**

In order to satisfy other criteria, such as for consumers or businesses, Logistics is handling product flux between point of origin and consumption level. Logistics resources may include tangible objects, such as food, materials, vehicle, equipment and water, and abstract things such as time, knowledge, particles and energy. The logistics of physical products usually include knowledge storage, sorting, manufacturing, packing, supply, delivery, warehousing and also security. By way of specialized modeling tools the complexity of the logistics can be modelled, analyzed, visualized and streamlined. The decline of capital use is a major factor of import and export logistics. Of terms of growth levels, the healthcare sector of India goes from neck to neck with the pharmaceutical and tech sectors. To date, only 12 percent of the spectrum of the Indian health industry has been taken into account. In the coming years, the medical industry in India is known as the driver of the economy.

### **Fundamentals of human resources:**

With their desires and possibilities in mind, each chooses work and every organization; takes into account the environmental conditions and the tools available, decides how their corporate system is set up, determines positions and encourages a community which is appropriate. The creation of certain business systems, rather than for its activities, relies on

the preparation of old workers for adapting to changes in the climate and on the preparation of new employees to adopt an organisation's culture. The individual leaders and team practices, once an adequate organizational framework is created, will provide a relaxing and enjoyable atmosphere, learning, evolving and achieving their goals.

#### **Statement of the problem:**

Recruitment is an integral aspect of today's dynamic working climate. Recruitment involves the hiring of persons. Recruiters had fewer recruiting activities in other organisations. Recruiting of applicants is anticipated to be improved if the recruiting criteria identified by recruiters are achieved. Recruitment in the business is an immense obstacle to introduce and employ applicants to target medical logistics practitioners properly.

#### **2.0 literature review:**

**kdere, M., & Yilmaz, T [1]**The healthcare industry is a service sector and has seen tremendous growth in the past few years. Thus, there is an urge to understand the cause of its development. HR of any service industry acts as a backbone of its growth. Therefore, Recruitment and selection process are very crucial in hospital industry. It offers an advanced diagnostic and surgical solution as well as the latest IT systems to doctors and patients.

**Chapman, D., & Webster, J [2]**recommended that staffing practice can be done through internal or external sources or it can be conducted online. This is based on the work standard, job definition, role specification and the nature of the interview process, assessments and decision taking on the formal screening and preparation criteria. The recruiting process involves group consultations and individual interviews with the applicants chosen

**Jones, D. A., Shultz, J. [3]** studied the common purpose of recruitment is to offer the organization with a pool of competent candidates. The organization selects employees from that pool because the worth of personnel in an organization greatly depends on the caliber of applicants engrossed.

**Karthiga, G., Karthi, R., [4]** explained the major function of online recruiting system. Nowadays, organizations are continuously looking for a process to minimize the time and effort. The study reflects that a sudden increase in the internal recruiting gives a new approach to employment portals to make staffing more valuable.

#### **3.0 TRAINING FEASIBILITY AFTER RECRUITMENT**

The rise of talent acquisition technology means that healthcare organizations have new and powerful tools for healthcare recruiting. Technological advancements not only promote the recruiting of individuals, but also technology may make recruiting more efficient by improving expensive time consuming metrics, cutting spending on agencies and streamlining

recruitment. Short training lasting 1-4 weeks for employees already holding the job in order to improve their particular area of responsibility. This training would be specific, focused and related to the job responsibility held.

1. Sub-regional diploma education interspersed with practical instruction for the job.
2. Training at a level is part of the higher education system. That will require short and long term work. The goal is to provide the Ministries of Health with a pool of young skilled workers.

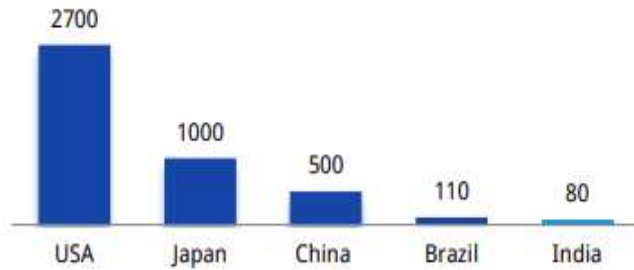
### **The Process of Recruitment and Selection**

- Information about the vacant positions is obtained from the Head of Department (HOD). In case the position is new, the personnel requisition form is filled which is duly approved by the HOD, HR officer and a member of the governing council.
- If the position is not new, CV's are sourced from various job portals site. In case the requirement is really urgent, consultants are also referred. The HR team is given the information about the vacant positions for a particular opening.
- The CV's of the candidates are screened by the HR officer and appropriate CV's are forwarded to the concerned HOD for approval. If the CV is found suitable, the interview is scheduled.
- The candidates are informed about the first round of interview over the phone or through e-mail. In this initial screening, the HR officer judges the candidates on his/her communication skills.
- The HR officer attaches an assessment sheet to the candidates' CV. This assessment sheet is used for reference in the next round of interview.

### **4.0 TARGET SETTINGS FOR MARKETING AGENTS**

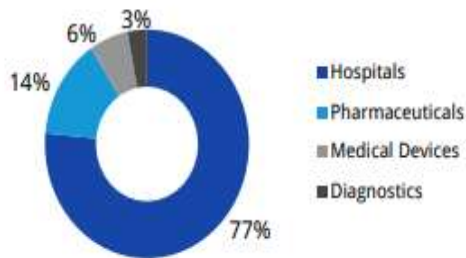
The management of supply chains of drugs offers a wide variety of systemic (and institutional) incentives. A diverse mix of organizations specializing in manufacturing, manufacture, distribution, retail and other secondary activities typically needs to work together to make the medication accessible to the consumer end-use. While the exact form of pharmaceutical production is different in various countries, there are similar systemic characteristics. Retail pharmacy (public or private; in clinic or independently) can not store several different box sizes of drugs, which results in several storage spaces between the supplier and the service provider. The number of channel intermediaries involved, their control and management systems and the task they serve differ greatly between countries. While the supplies of health goods, from the manufacturing point to the customer, play the

same central purpose, the different features of the health system succeed. The channel intermediaries



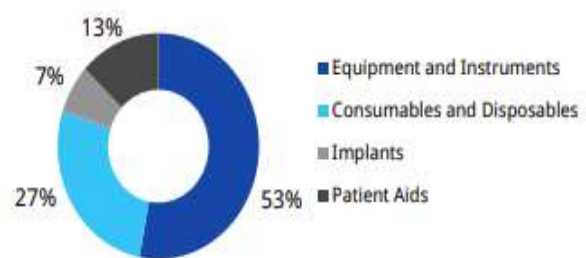
Source: IBEF Healthcare Report 2015, SKP analysis

Indian healthcare sector - USD 80 billion



Source: IBEF Healthcare Report 2015

Indian medical device sector - USD 4.9 billion



Source: SKP analysis

### 5.0 STATISTICAL DATA AND RESULTS

The special case for medical logistics, where cost savings are not the only consideration in project design, is often of great significance in terms of executing and criticality of each element in the logistics network. This paper provides a suggested context for the implementation in the area of healthcare logistics of Six Sigma. Six sigma health care projects in medical tourism examples

1. Reducing and optimizing the cycle time of patient discharge process.
2. Reducing medication errors.
3. Reducing error in lab work.
4. Improve Patient Flow.
5. Improve bed utilization.
6. Reducing medicine administration errors.
7. Increasing number of surgical operations per week.
8. Improving patient and relative feedback.
9. Reduction in lead time for preparation for therapy
- 10.Reduction in wait time for prescriptions
- 11.Increase daily prescription capacity at pharmacy.
12. Eliminating delay in pick-up service.

Countries	Beds Per 10000 population	Physicians per 10000 Population	Government Expenditure of Total Healthcare Expenditure	Out of Pocket Expenditure	Total Healthcare Expenditure as a % of GDP
Global	27	14	58.80%	49.70%	9.10%
India	7	7	30.00%	62.40%	4.70%
Brazil	23	19	46.00%	25.50%	8.30%
China	38	15	55.80%	32.00%	5.50%
Germany	82	38	77.00%	13.20%	11.30%
Japan	137	23	83.60%	13.90%	10.20%
USA	29	25	48.30%	11.00%	17.10%

Country	Healthcare Expenditure (2016)	Medical Devices Expenditure (2015)	Income - 2016/2017	Income 2020
USA	9892	415	52195	54800
China	420	178	6895	8330
France	4600	232	42013	43100
India	75	3	1862	3500
Brazil	1318	28	10826	11730
Germany	5267	313	45552	47200
Japan	4519	221	47608	46200
Global Average	948	47		

Source: World Bank, WHO

Factor No.	Factors
1	Management commitment and participation
2	Organizational infrastructure
3	Cultural change
4	Training
5	Linking six sigma to customers
6	Linking six sigma to business strategy
7	Linking six sigma to employees
8	Linking six sigma to suppliers
9	Understanding of six sigma methodology
10	Project management skills
11	Project prioritization and selection
12	Leadership for Six Sigma

MRN  
32,5

420

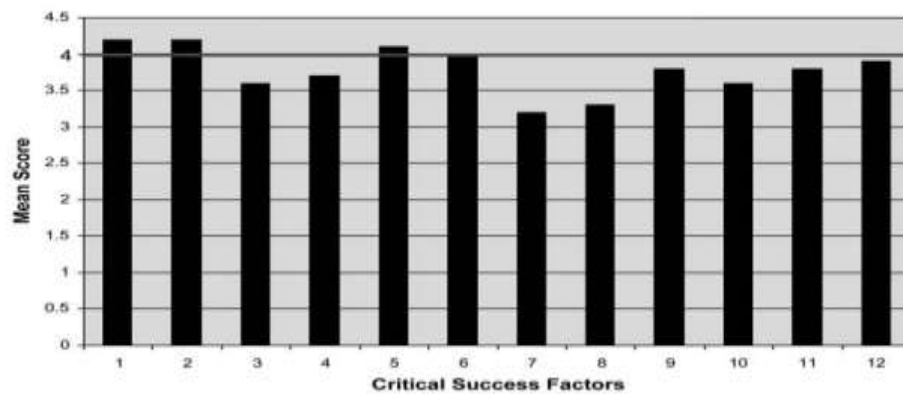


Figure 3. CSF for six sigma implementation

Benefits of six sigma adoption in the businesses surveyed Interviewees were asked to share their feedback with their organisations on six sigma benefits after adoption. In the Likert

Scale of 1 to 5 (1 1/4 no benefit; 5 1/4 outstanding benefits), the respondents were asked to score their encounters with the benefit of six sigma services. They provided their ratings against different benefit criteria as indicated in Table V. As evident from the table, majority of the respondents had reported the following key benefits from the implementation of six sigma projects:

Benefiting criteria	Mean score
Reduction of scrap rate	3.364
Reduction of cycle time	3.455
Reduction of delivery time	3.273
Reduction of customer complaints	3.455
Increase in productivity	3.273
Reduction of process variability	3.636
Reduced need for checking/inspection	3.273
Reduction of operational costs	3.818
Increase in profitability	3.545
Improvement in company image	3.000
Improvement in employees morale	2.909
Improved attitude of employees towards quality and problem solving	3.000
Improved attitude of top management towards quality and problem solving	3.273

## 6.0 Conclusions

In the Indian Industry, that diagnostic equipment must now be examined in order to make a reasonable note of the potential situation. A study outlook needs to be tested because the medical sector requires high quality drug promotions for further times. The respondents were additionally asked to show the most significant obstacles they encountered in executing their organization's six sigma strategies by impeding the implementation factors of 6 sigma products. The top five reasons that appeared obstacles to the six sigma application were called for by businesses to be established. The study indicates that the top five impeding factors were: (1) lack of resources (including financial resources, manpower, energy, etc.), internal resistance (particularly political resistance and technical resilience); (3) a lack of a framework for the project selection (i.e. no systematic and coordinated approach to project selection), (4) a lack of tangible results, and (5) a lack of tangible results.

In the future, six sigmas will be incorporated into all of the company's corporate operations. We do see the introduction of a lean manufacturing system and six sigma approaches for more strategic advantage and organizational efficiency in the future.

For many Indian companies, 6 sigma has been and is rising for value a effective market management technique. This paper analyzed Indian organizations' use of six sigmas. This

thesis is one of the few pilot projects in the Indian industry. Regardless of the small sample size of the present study, a large-scale survey to strengthen the quality of the findings from this research was determined in the near future.

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