

EXECUTIVE SUMMARY

The hospital industry in the country has gone through new development in the post-devolution era. Local government units have since taken initiatives in owning and managing their hospitals and only a few of the hospitals are still left in the hands of the Department of Health which are considered some of the best and expensive yet geographically dispersed hospitals in the country. On the other hand, the private hospitals still continue to provide the vital role to play in the industry as they account for 66% of the country's total hospitals and 48% of the total beds available.

While the industry is faced with an inadequate supply of skilled health professionals, increasing medical costs, the high costs of sophisticated equipment, bad debts resulting from the inability of indigent patients to pay their bills and cumbersome procedures in the local government units, opportunities remain abundant in the hospital industry as a result of major external factors: rapid urbanization, increasing population, controlled inflation, foreign investments pouring in the countryside, industrial and commercial expansion and the rise in the level of health awareness of the general populace. These factors are further enhanced by the government economic development thrusts on privatization, export development, investment incentives and continuous economic liberalization campaign in the financial sector.

Moreover, the success of the country's hospital industry depends on several key success factors namely: the availability of physicians, high bed capacity, location and quality patient care as evidence of a history of efficient and effective delivery of health services and warmth of the nursing staff.

General Santos District Hospital

As a public hospital since 1974, General Santos District Hospital (GSDH) primarily continues to serve the constituents of General Santos City and the surrounding municipalities. The advent of the devolution of health and hospital services in 1992 to the local government of General Santos has brought newer and bigger challenge in an entirely different environment which is providing quality patient care. The last twelve months of its operations saw major development in GSDH with physical plant renovations, and materials and equipment acquisitions. This development has opened new opportunity for GSDH.

The researcher recommended that GSDH should push for a human resource development program. This strategic decision is consistent with the institutional mission and identified key success factors in the operation of a progressive hospital to make possible impact in terms of financial contributions (savings) and enhancing cost effective quality patient care.

Aware of the lifecycle of the program, the researcher further recommended that the initial strategic move be sustained. The hospital management would also utilize other options in order to keep the momentum of the hospital direction in place.