

Waiting in the Wings @ SGH

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Abstract

A successful strategy of an organization would depend upon its day to day operations made 'right' by 'right' people. The case revolves around a crisis situation that arose due to patient's dissatisfaction and its subsequent outrage that triggered top management to take strategic decisions addressing organizational gap in service excellence at the hospital. The adversity was managed by implementing a novel idea that had an impact at bottom of the management. With a new solution, emerged other challenges like simmering unrest and resistance during its implementation. The case presents detailed information about the background and problems, both explicit and implicit. It also discusses managerial implications for management decisions.

Keywords: Service Excellence, Healthcare Management, Interdepartmental, Out Patient Department Co-ordination.

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