

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
HCM 202	Patient Behavior and Care			I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4

<b>Course Objective</b>		
To make the learners to understand the psycho social aspects of the patient and resulting behavior in a stressful condition and hospital roles and rules as well as the legal requirements.		
<b>Course Outcomes and mapping with Blooms taxonomy</b>		
Outcome	Description	Level
CO1	Understand the models and factors of patient behaviour and motivation	1, 2 and 3
CO2	Know the hospital policies and procedures of patients and audit of behaviour	1
CO3	Understand the patient care and counseling process and apply the techniques	1, 2 and 3
CO4	Understand the roles and rules of hospital administration and apply them in maintaining records	1, 2 and 3
CO5	Understand the legal implications of a healthcare service and apply them in job	1, 2 and 3

<b>Syllabus</b>		
Unit	Content	Weightage
Unit I	Introduction – Patient Rights -Patient Behavior– Models of Patient Behavior-Patient Motivation – Patient Perception – Attitudes – Attitude Change – Personality, Patient Involvement and Decision Making, Reference Group Influence – Opinion Leadership – Family Decision Making	20%
Unit II	Policies and procedures of the hospitals for patients and personnel. Service Buying Behavior – Psychographics – Lifestyles – Information Search Process – Evaluating Criteria-Audit of Patient Behavior.	15%
Unit III	Patient care - Introduction, Importance of improving the quality care of patients, role of natural and human resources in patient care management, patient counseling: for surgical procedures, for treatment, grief counseling; protocols, Medicare standards.	20%
Unit IV	Hospital Administration - Role of Medical Superintendent, Hospital Administrator, Resident Medical Officer, Night duty Executive; Public and guest relation: importance in patient care, information regarding patients, code of press relations, medical information, patient information booklets, attendants' management.	20%
Unit V	Legal responsibilities - Essential documents, state licensure, civil rights, authority of examination, treatments, autopsy, responsibilities of medical staff, tort liability, insurance, use of investigational drugs. General policies and procedures of the hospitals for patients and personnel. Need, legal implications, Pollution Control Board act, safe collection, segregation, disposal, dumping, incineration and training.	25%
<b>References</b>		

Books and Resources	<ul style="list-style-type: none"> <li>• Llewellyne Davis and H.M. Macacaulay, Hospital Administration and Planning, J.P.Brothers</li> <li>• S.G.Kabra, Medical Audit.</li> <li>• Arun Kumar, Encyclopedia of Hospital Administration and development, Anmol Publications, New Delhi</li> <li>• Srinivasan A.V. Managing a Modern Hospitals, Response Books</li> <li>• Environment Management Systems, ISO 14000 Documents.</li> <li>• Syed Amin Tabish, Hospital and Health services Administration Principles and Practice, Oxford Publishers</li> </ul>
Online Courses	<ul style="list-style-type: none"> <li>• Online resources by the HSSC</li> </ul>

Activities	
Measurable	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Online Quizzes</li> <li>• Online games – Jeopardy, Crosswords and Word scramble</li> <li>• Presentations</li> </ul>
Group	<ul style="list-style-type: none"> <li>• Surveys and Interviews</li> <li>• Data collection and reports</li> <li>• Field visits to industry</li> <li>• Guest lectures</li> <li>• Interaction with industry professionals</li> </ul>