

Analysis of Medical Quality Cost Control Methods and Ways

Xuemei Li¹, Bo Liang¹, Xue Zhou¹, Jiafu Hou¹, Shijuan Liu^{2,*}

¹Mudanjiang Medical University, Mudanjiang, P.R.China

²HongQi hospital affiliated to Mudanjiang Medical University, Mudanjiang, P.R.China

*Corresponding author

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Abstract: Medical service quality is not only the life of the hospital, but also the concentrated reflection of the comprehensive strength of the hospital. Medical quality cost control has become an important part of hospital management. Based on the analysis and research on the significance and influencing factors of medical quality cost control, this paper points out the methods and approaches of medical quality cost control.

1. Introduction

Since the reform and opening up, Remarkable achievements have been made in China's medical and health undertakings. A medical and health service system covering both urban and rural areas has taken shape. Our ability to prevent and treat disease has been strengthened. The population covered by medical insurance has been gradually expanded. The level of health technology has been improved rapidly. People's health has improved significantly. Breakthroughs were made in the new rural cooperative medical care system and the basic medical insurance for urban residents. We have accumulated experience in deepening the reform of the medical and health care systems. The hospital also began to reflect its management objectives through more convenient medical treatment process and more effective management.

2. Significance of Medical Quality and Cost Control

Quality cost refers to all expenses incurred by an enterprise in order to guarantee and improve the quality of products or services, as well as all losses caused by the failure to meet the quality standards of products and meet the needs of users and consumers. As a comprehensive manifestation of medical service consumption, cost is a comprehensive economic index reflecting medical service and an important index measuring economic benefits. However, in the process of medical service cost control, there is often an over-emphasis on the realization of the hospital's best financial goal, the lowest level of medical service cost control and other economic efficiency goals. Attaching importance to the target, systematization and scientization of cost control will easily lead to the decline of medical service quality, the conflict between economic interests and social interests, and even the occurrence of immoral or even anti-moral medical behaviors.

3. Methods and Approaches of Medical Quality and Cost Control

3.1. On the Premise of Adhering to the Quality of Service, the Idea of "Patient-Centered" Cost Control and the Pursuit of Social Benefits should be Established

Public hospitals, as social welfare institutions, undertake the basic task of protecting people's health entrusted by the state. China has set up 16 pilot cities to promote the reform of public hospitals[1]. There are three main areas of work,

One is to improve the service system, optimize allocation of resources, The medical center should support the lower hospitals, A pattern of mutual cooperation and support should be formed between the basic units and large hospitals. The second aspect is the innovation mechanism system, The third aspect is to strengthen the hospital's internal performance management and cost control. It can not only ensure the improvement of service quality, but also strengthen the supervision of the society and the government, which is conducive to reducing the service cost in a real sense. As a public hospital, through reasonable and effective control of resources at all levels, it aims to improve the quality of medical services and provide more and better medical and health care services for the society and the people. It is the inherent requirement to establish the patient-centered and ethical principle of pursuing social benefits in medical cost control. Medical cost control is the core of hospital economic management. Only by highlighting the guiding ideology of patient-centered and pursuing social benefits, can the operation of medical cost control system avoid one-sided pursuit of the lowest cost and the greatest economic benefits.

3.2. Strengthen Personnel Ideological Training and Make "Patient Satisfaction" the Expectation of all Staff

In the face of fierce competition in the medical market, hospital services pay more and more attention to the factors of patients, so that patients get satisfactory service, is an important part of hospital service management, but also the basic premise of the hospital to achieve economic benefits, to achieve patient satisfaction service must be a process of full participation[2]. It is necessary to strengthen ideological training for the staff and make patient satisfaction the common consciousness of all staff in the hospital, so that the staff can continuously improve the service behavior from the bottom of their hearts. Take how to provide patients with satisfactory hospital services as the training content for all staff, carry out a big discussion on "what kind of services should I provide if I am a patient", and evaluate our services from the perspective of patients from the perspective of empathy; To organize, where appropriate, an exchange of experience in the provision of quality services; The successful experience of relevant enterprises can also be appropriately cited, so that the staff's thinking from "have to" to "consciously and".

3.3. Construct the Overall Service System Oriented by Patient Value and Patient Satisfaction

According to the particularity of medical service, hospital service system which is adapted to the local market environment must be continuously explored in the aspects of hospital organizational structure, human resource management, process management, performance cost management, economic management and doctor-patient relationship management. We should not blindly pursue the "excess profits" that ignore the quality of medical services, nor engage in low-cost competition, nor carry out marketing in the form of indiscriminate advertising. The basic starting point should be to provide patients with satisfactory medical services, strengthen the cost control of medical services within the hospital, and strive to reduce the cost of medical services on the premise of

improving the quality of services. In terms of organizational structure, to meet the needs of the market, the establishment of the corresponding departments, on the basis of full analysis of market demand, patient-value-oriented planning hospital marketing strategy, advertising, image planning; In terms of process management, on the basis of ensuring medical safety, it is reasonable to solve problems such as too many process links, unsmooth process links and insufficient communication between various departments to ensure the smooth process of diagnosis and treatment. In terms of human resource management, performance appraisal should be strengthened. Departments in the external window shall select and dispatch competent soldiers and strong generals to handle the doctor-patient relationship and issues of common concern to patients[3]. For internal medical departments, department directors shall compete for posts, be evaluated and hired separately, and the requirements, procedures and results of the election shall be made public. In terms of system construction, the uniform and detailed system of the hospital should be modified and formulated to standardize the service behavior and medical treatment behavior of the staff, and the system should be strictly controlled.

3.4. Establish Effective Mechanism to Promote the Reasonable Allocation of Medical Service Quality and Medical Cost

Establish effective mechanism and reasonable organizational structure, perfect hospital incentive and restraint mechanism, and fully mobilize all staff to participate in medical quality and cost control. As a hospital, it should establish and improve a management organization composed of the hospital's competent leadership and the medical quality control department, focusing on improving the awareness of service quality of all staff members and paying close attention to the implementation of rules and regulations. All staff should realize that each work link is the fundamental guarantee to achieve the overall medical safety, and strengthen the monitoring of the link and the whole process quality cost. We should correctly use the control functions of management, such as pre-control, in-process control and post-control, do a good job in the inspection and supervision of service quality and link quality, and adhere to the principle of prevention in medical work. Standardize the entire medical treatment process, reduce waste and unnecessary medical costs, improve the quality of medical treatment service through effective preventive education and specific implementation process, improve the rate of rational drug use, and reduce the repeated use of medical equipment. At the same time, each quantitative assessment team should be organized and established to formulate detailed, quantitative and personalized quality cost indicators, compile quality manuals, and conduct whole-process monitoring of medical activities. We should also strengthen the notification and feedback of relevant results, actively put forward Suggestions for rectification, and resolutely implement them. By improving the incentive and restraint mechanism, clarifying the responsibility, right and interests, and fully mobilizing the enthusiasm and initiative of the staff, the staff can make Suggestions for the development of the hospital. After the opinions are adopted, rewards should be given according to the results of the final cost reduction. Leaders and direct personnel should be held accountable for the problems such as medical errors and quality accidents. Rewards and punishments should be clearly defined to promote the reasonable allocation of medical service quality and medical costs.

4. Conclusions

In hospital, management attaches great importance to by people more and more today, and hope for medical service quality is higher and higher in society today, so we must constantly promote medical service quality of hospital and the organic combination of medical costs, effective to the cost of medical care at the same time, pay more attention to the social benefit of hospital and

improve the quality of hospital services.

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