Project Management Approached in Healthcare Business Development

Sulaiman Jumaan Al Swaidi ,

Senior Administrative Affairs Supervisor , Hamad Medical Corporation. Doha , Qatar

Sulaiman691@gmail.com.

ABSTRACT

Project management is "the application of knowledge, skills, tools and techniques to project activities to meet the project requirements." Project managers must not only strive to meet specific scope, time, cost, and quality requirements of projects, but they must also facilitate the entire process to meet the needs and expectations of the people involved in or affected by project activities, project management framework help understand the different process and roles through the project management journey. Key elements of this framework include the project stakeholders, project management process groups, knowledge areas, tools and techniques, project success, and the contribution of a portfolio of projects to the success of the entire enterprise.

Keywords : Project Management, Portfolio , Activities

The 5 Basic Phases in The Project Management Process Are:

1. Project Initiation.

2. Project Planning.

3. Project Execution.

4. Project Monitoring and Controlling.

5. Project Closing.

Phase 1: Project Initiation:

The project initiation phase is the first stage of turning an abstract idea into a meaningful goal. In this stage, you need to develop a business case and define the project on a broad level. To do that, you have to determine the need for the project and create a project charter. The project charter is an important document consisting of details like the project constraints, goals, appointment of the project manager, budget, expected timeline, etc. (1)

Once you have the project goals and project scope, identify key project stakeholders–the people who are to be involved in the project. Create a stakeholder register with the roles, designation, communication requirements, and influence. (10)

Figure (1): Multidisciplinary Roles in Business Development Projects:
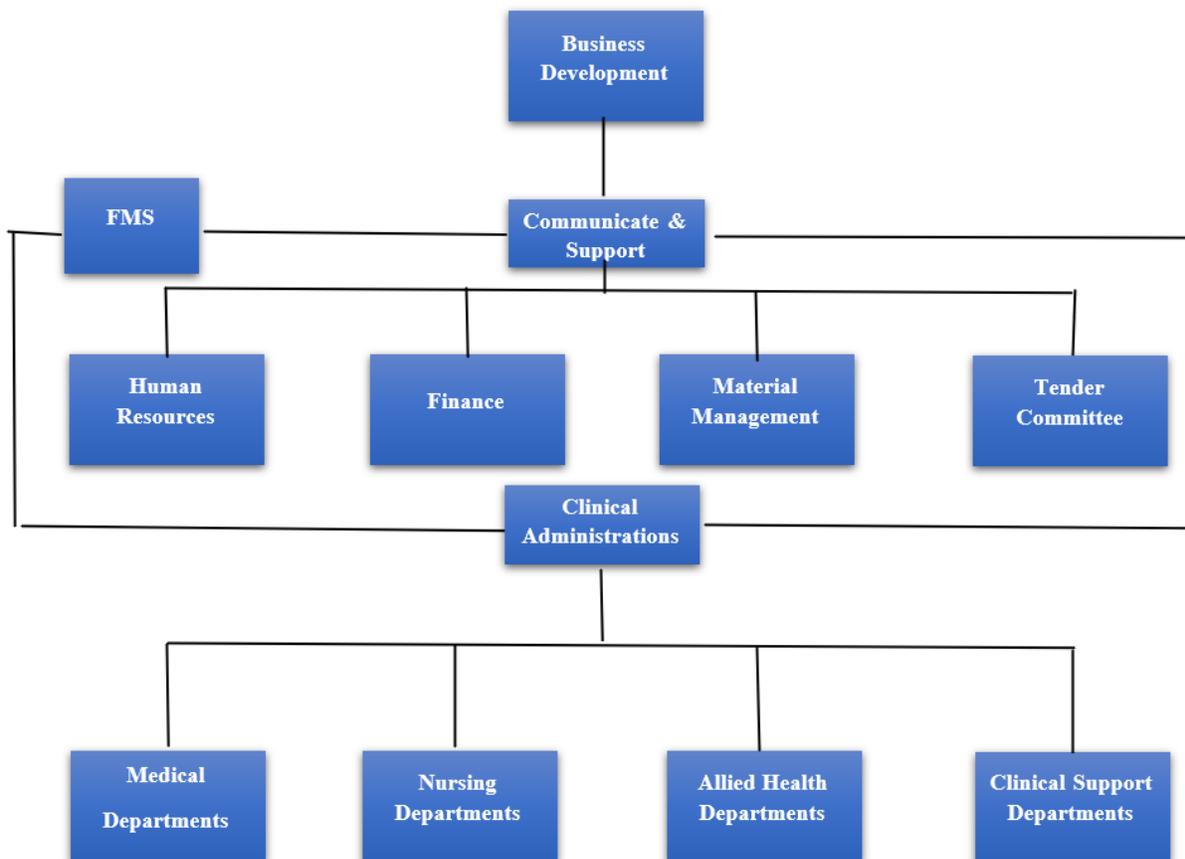
Explanation of Multidisciplinary Roles in Business Development Projects in Healthcare:

The organizational structure of the business development department in healthcare organizations consists of several elements that support the administration and other executive ones. As all the departments affiliated with the departments in the healthcare organizations are not free from errors in the organization of work and coordination. And the aspirations of the organization will face obstacles due to the weakness of the administrative side relied upon. The organizational structure clarifies the role of the Business Development Department in establishing a new healthcare organization and support services. **(12)**

What is the organizational structure of Business Development in Healthcare?

The organizational structure of the Business Development Department starts with a list of proven elements because the cycle of making contributions is linked to other major departments in healthcare organizations, **such as:**

1) Human Resources.

2) Financial management.

3) Purchasing Department.

4) Tender Committee.
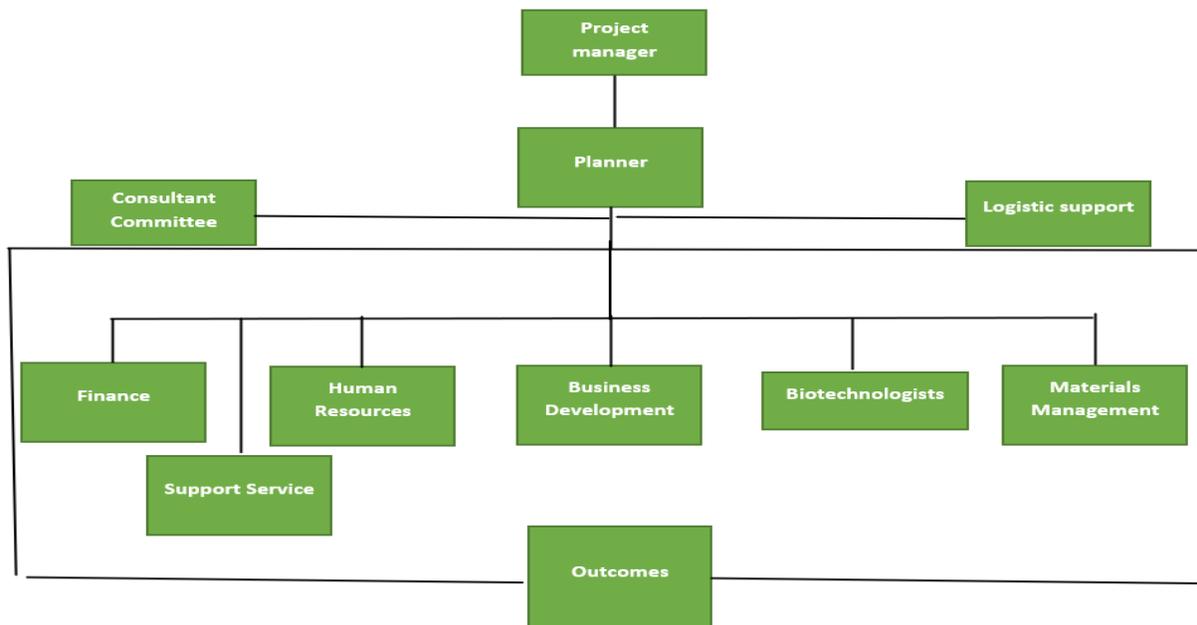
5) Clinical management. **(10)**

Figure (2): operational team

While a **clear goal** of the project is established in this phase, a project charter does not contain any technical details that happen in the planning stage.

Consider the example of an automobile manufacturer assigned to develop an electric vehicle. The selection of the design, capacity, and battery power of the vehicle will not be a part of the initiation phase. The only certainty would be that an electric vehicle will be developed within the given timeframe and budget. **(7)**

Phase 2: Project planning

The project planning stage requires complete diligence as it lays out the project's roadmap. Unless you are using a modern project management methodology like agile project management, the second phase of project management is expected to take almost half of the entire project's timespan. **(11)**

In this phase, the primary tasks are identifying technical requirements, developing a detailed project schedule, creating a communication plan, and setting up goals/deliverables.
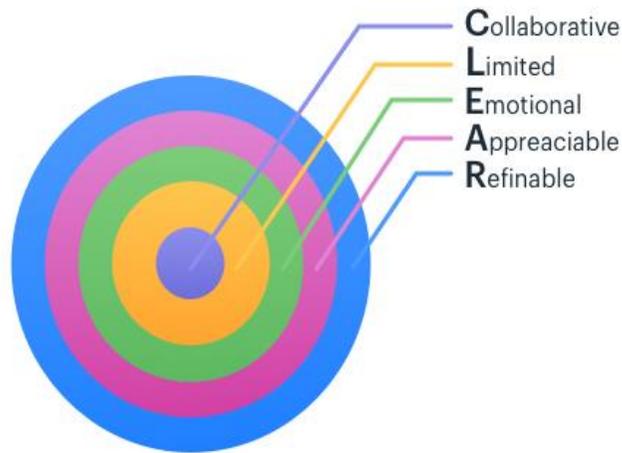
There are several methods of setting up the project's goals but **S.M.A.R.T.** and **C.L.E.A.R.** are the most popular. **(3)**
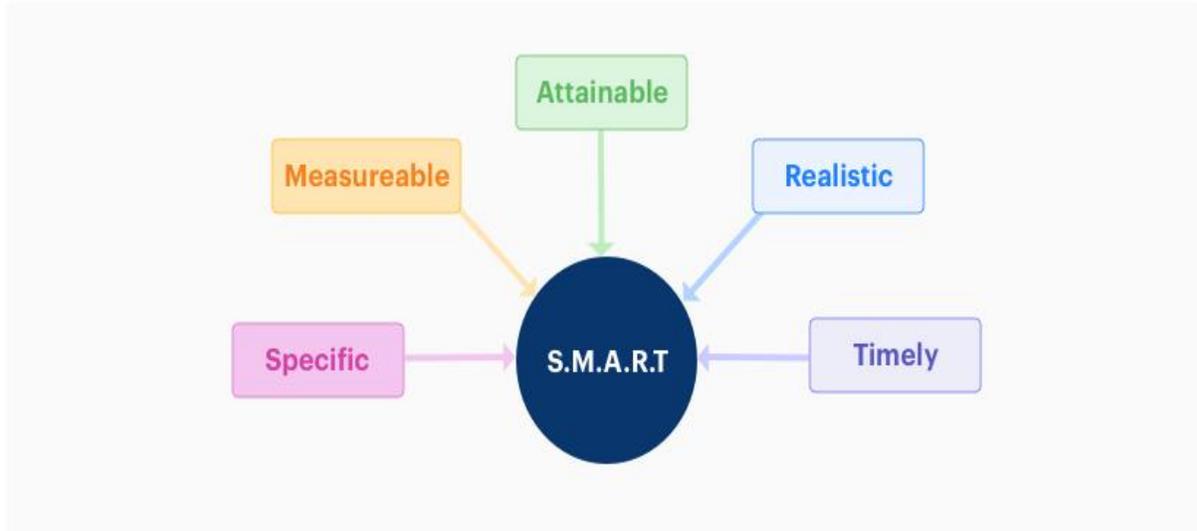
Figure (3) S.M.A.R.T Goals.

The *'SMART'* criteria ensure that the goals you set for your project are critically analyzed. It is an established method that reduces risk and allows project managers to make clearly defined and achievable goals. A detailed project timeline with each deliverable is another important element of the planning stage. Project managers can use that timeline to develop a project communication plan and a communication schedule with the relevant stakeholders.

Risk mitigation is another important aspect of project management that is a part of the planning stage. The project manager is responsible for extrapolating past data to identify potential project management risks and develop a strategy to minimize them. An important element that professionals often overlook is an effective change management plan. As a project manager, you must be ready to incorporate a few changes in the project to avoid bottlenecks and project delays.(5)

In the absence of a working change management plan, scope creep happens and causes huge problems for the project team in the later stages of the project. So, it's best to reduce the possibility of unforeseen changes as much as possible. (4)

Phase 3: Project Execution

The project **execution** stage is where your team does the actual work. As a project manager, your job is to establish efficient workflows and carefully monitor your team's progress. Another responsibility of the project manager during this phase is to consistently maintain effective collaboration between project stakeholders. This ensures that everyone stays on the same page and the project runs smoothly without any issues. You can take help from the best project

collaboration tools that are available in the market. They'll not only make your life easier but also improve efficiency and increase the productivity of your team. (3)

Phase 4: Project Monitoring and Controlling

In the project management process, the third and fourth phases are not sequential. The project **monitoring** and **controlling** phase run simultaneously with project **execution**, thereby ensuring that objectives and project deliverables are met. As a project manager, you can make sure that no one deviates from the original plan by establishing Critical Success Factors **(CSF)** and Key Performance Indicators **(KPI).** During the monitoring phase of project management, the manager is also responsible for quantitatively tracking the effort and cost during the process. This tracking not only ensures that the project remains within the budget but also is important for future projects. **(12)**

Phase 5: Project Closing

This is the final phase of the project management process. The project **closure** stage indicates the end of the project after the final delivery. There are times when external talent is hired specifically for the project on contract. Terminating these contracts and completing the necessary paperwork is also the responsibility of the project manager. Most teams hold a reflection meeting after the completion of the project to contemplate their successes and failures during the project. This is an effective method to ensure continuous improvement within the company to enhance the overall productivity of the team in the future. **(12)**

The final task of this phase is to **review** the entire project and complete a detailed report that covers every aspect. All the necessary data is stored in a secure place that can be accessed by project managers of that organization.

5 Basic Phases of Project Management

Initiation 1
- Define project goals
- Create a business case
- Complete the project charter
- Draw up the list of stakeholders

Planning 2
- Define scope
- Create a project plan
- Set a budget baseline
- Define roles and responsibilities

Execution 3
- Allocate project resources
- Manage project resources
- Build the product or process
- Meet often and fix issues as they rise

Monitoring and Control 4
- Track effort and cost
- Monitor project progress
- Ensure adherence to plan
- Prevent any chance for disruptions

Completion 5
- Handover deliverables
- Review project deliverables
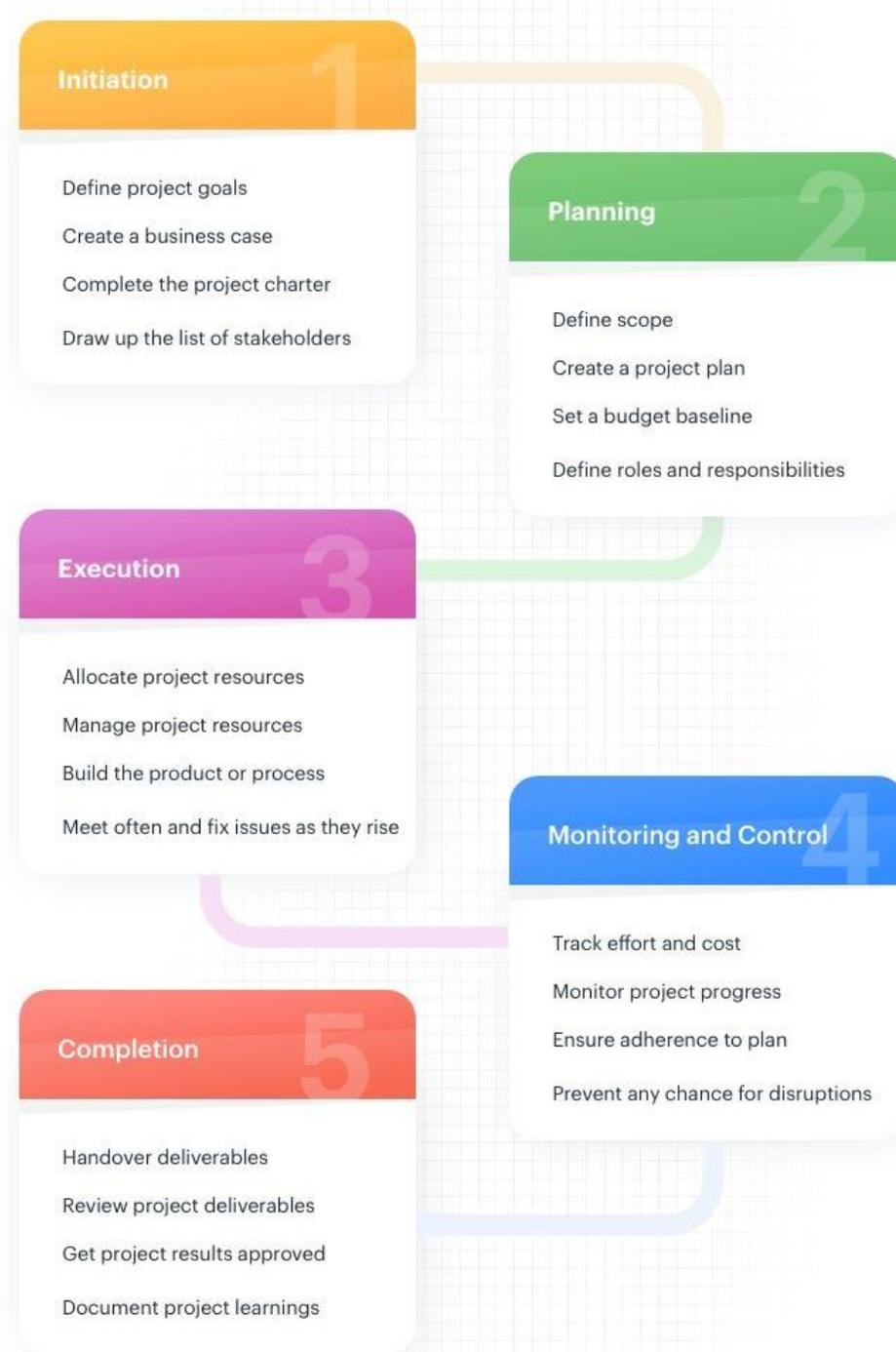- Get project results approved
- Document project learnings

Figure (3) the five Phases of the project management process

Simplify Your Project Management Process

Nowadays, using cloud-based project management software is a common way of storing all the documents related to the project. Dividing a project into multiple phases gives the project a semblance of predictability. It gives a framework to operate, making it easier to plan and execute. While spreadsheets and post-it notes sufficed in the past, digital project management requirements are completely different. You need the right tools to plan, organize, and track projects. You need an online project management software to simplify the project management phases for each project. (4)

HOW TO WRITE A PROJECT REPORT?

There are many **different styles** and formats that a project manager can follow when writing a report. Reports vary in format, from the report format for new business ventures or a mini report format to a final evaluation report format. In design and style, wise-there is a lot of choices. *However,* the most fundamental part of a detailed report is its **content**. In this case project managers cannot pick and choose what they write, but rather must follow a set of guidelines and include specific information in the report that they are writing. (6)

First and foremost, **evidence and proof play a key role** in project reports and cannot be overlooked. If a project manager makes a certain statement in the report, there must be evidence such as budgets or receipts, for example**,** to back up any claims.

Project report writing has little to do with creative writing skills, *however*, good writing skills are essential in informative reports. They are being read by other people who hold a stake in the project and its outcome and therefore the way in which they are written, whether they are easily read and understood or not, holds major significance. **Language should be kept simple and lucid.** Specific attention should be paid to how the **project summary and recommendations** are written as these are the sections most read by senior-level managers. Remember to keep in mind your audience when you are writing a report! (9)

Ethics in Project Management

Ethics, loosely defined, is a set of principles that guide our decision-making based on personal values of what is **"right"** and **"wrong."** Making ethical decisions is an important part of our personal and professional lives because it generates trust and respect with other people. Project managers often face ethical dilemmas. For example, several projects involve different payment methods. If a project manager can make more money by doing a job poorly, should he or she do the job poorly? **No!** If a project manager is personally opposed to the development of nuclear weapons, should he or she refuse to manage a project that helps produce them? **Yes**! (11)

Project Management Software

The project management and software development communities have responded to the need to provide more software to assist in managing projects. There are hundreds of tools available, ranging from free online or smartphone apps to enterprise tools costing thousands of dollars to implement and high monthly fees per user. Deciding which project management software to use has become a project in itself. Microsoft Project continues to lead the market with over **880,000** customers and **22** million users., the product is available for a free trial. TopTenReviews.com has a category for online project management software and listed Clarizen, Genius Project, and At Task as the top three products in **2014**. (2)

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