

Health Administration

Archive

lecture 6

marketing

Health Administration **lecture 6**

1. Marketing healthcare services using the television has the following advantages, EXCEPT?

- a. Access to large audience
- b. Compulsiveness
- c. Convenient for the audience
- d. Cheap
- e. Visual demonstration or the product

answer: D

2. The following matches regarding Marketing Mix are correct. EXCEPT? Select one:

- a. Place—Convenience
- b. Product—Customer solution
- c. Promotion—Customer cost
- d. Promotion— Action component of the marketing mix
- e. Promotion—Communication

answer. C

3. The process of building good will and trust with the public is called? Select one

- a. Public relations
- b. Public advertisement
- c. Planning marketing
- d. Presence
- e. Comparative analysis of competitors

Answer:A

4. You choose pop-up ads for advertising your service for the following reasons, EXCEPT? select one :

- a. Low cost
- b. Targeted audience
- c. More interaction with audience
- d. Reach general public
- e. Build a high level of awareness

Answer:D

5. In our current time, Marketing in healthcare is all of the following, except : Select one:

- a. Unethical and against medical practice values
- b. An essential function for healthcare organizations
- c. Health organizations view marketing as an element for their success
- d. Should be included in healthcare organization's budget
- e. An investment for healthcare organizations

Answer:A

Health Administration **lecture 6**

6.The following factors contributed to the need for marketing in healthcare, EXCEPT?

- a. Growth of procedures that are subjected to choice [5 www.thundershare.net
- b. Growth of for-profit hospitals
- c. Increased competition
- d. The need for more patients to utilize the healthcare service
- e. The role of healthcare provider expanded to make decisions for the patient **answer: D**

7.On the hospital website, you see this The aim is to be the centre of excellence for medical research and academics. To cultivate an environment of trust, honesty, mutual respect, equality, and ethics". This is an example of marketing ?

- a. An idea
- b. Goods
- c. Service
- d. A purchased product
- e. A medical advice

Answer:A

8.ONE is true about the 10-80-10 rule in marketing?

- a. The group who are not interested in your facility's service are called the positive 10%
- b. The group that you don't need to convince because they will always use your service when they need it are the negative 10%:
- c. The 80% are the group who need to be convinced to use your service
- d. As a healthcare marketer, your target group are the negative 10% **answer:c**
- e. The positive 10% are hard to convince

9.The need for the marketing of healthcare services has become important because of the following, EXCEPT?

- a. Expansion of fee-for service health services
- b. More optional health procedures
- c. The choice is made by the health provider at the end
- d. The health provider role became to reduce fear about the patients' choice
- e. Health care industry needs a certain number of customers to continue to exist

answer:c

Health Administration **lecture 6**

10. Choose the correct answer regarding "Levels" of Marketing?

- a. Mass marketing targets the smallest group of people with the biggest and most frequent need or want for product or service.
- b. Target marketing most frequently utilized by large national firms
- c. Mass marketing is an older approach than target marketing
- d. Mass marketing should be based on patient's lifestyles
- e. Mass marketing should be based on patient's insurance coverage

answer:c

11. Which one of the following would you describe as a "Need"?

- a. A patient desires to remove a mole
- b. A patient requires a heart valve replacement
- c. Delivery by elective caesarean section
- d. Ultrasound is done every week for all pregnant women
- e. Only health care "needs" should be met not "Wants"

answer:B

12. One match is False regarding the history of Healthcare Marketing?

- a. The 1950s: Healthcare Marketing is unethical
- b. The 1960s: Direct-to-consumer Healthcare Marketing
- c. The 1990s: Not only sick people involved
- d. The 2000s: an essential function for healthcare organizations
- e. 2020: Healthcare Marketing is an investment

answer:B

13. The following apply for a psychographic segmentation of your target market, EXCEPT?

- a. Marketing a wrist fitness tracker for physically active people
- b. Marketing a weight loss tea for people who believe in herbal medicine
- c. Marketing a wrist fitness tracker for young age people
- d. Marketing a weight loss tea for vegetarian people
- e. Marketing a wrist fitness tracker for people interested in combining fashion and technology with smart jewellery

answer:c

Health Administration **lecture 6**

14.The following represent the 4Cs of the 'Marketing mix' EXCEPT? Select one:

- a. Customer solution
- b Customer cost
- c. Convenience
- d Communication
- e Cooperation

Answer: e

15.What is correct about marketing nowadays?

It will return more money (investment)

16.A doctor visits a patient and offers
medical advice...

17.WHAT IS INCORRECT ABOUT MARKET PLAN?

It is a process of exclusion

18.WHICH OF THE FOLLOWING IS A PSYCHOGRAPHIC?

Smoker

19.ONE IS TRUE ABOUT 10-80-10 RULE?

You should target the 80%

20.PROVIDING DIAGNOSIS FOR PATIENTS VISITING YOUR CLINIC IS ONE OF THE FOLLOWING:

- a. Marketing your organization's image
- b. Easy to evaluate
- c. A one at-a-time basis
- d. Has no residual value **
- e. Easy to quantify

answer. D

WHICH OF THE FOLLOWING BEST DESCRIBES CONCEPT OF "MIND-SET"

- A temporary mood or feeling influenced by daily events.
- B. psychological readiness of consumer to absorb and react to marketing message
- C. An automatic response to external stimuli.
- D. A biological trait that is inherited from parents.
- E. All of above

answer. B

Health Administration

Archive

lecture7

risk
management

Health Administration **lecture7**

1. ALL the following are true about root cause analysis, EXCEPT? Select one?

- a. Looks like a fishbone
- b. A Systematic Approach
- c. The event could still occur again. or would have happened without the causal factor
- d. Uses brainstorming
- e. A problem has one root cause and multiple causal factors

Answer. E

2. For risk management, the solution of Risk retention means that?

Select one:

- a. You Will not do any further action to treat the risk apart from monitoring
- b. You will contact an insurance company
- c. You will try to reduce the likelihood or consequence of the risk to an acceptable level
- d. The risk rarely occur with high impact
- e. The cost of the treatment is less than its benefit

Answer: A

3. ONE is true about risk?

Select one:

- a. Cannot be avoided
- b. Every risk has 100% likelihood
- c. Prevents achieving the desired outcome
- d. Desirable event
- e. Occurs when probability is zero

Answer. C

4. In Hospital X, error in lab results are likely to occur once a year and the impact of this error is moderate, ONE of the following is TRUE regarding risk assessment?

Select one

- a. The risk score is 6
- b. The risk is in the green zone in risk matrix
- c. Strict limitations must be initiated
- d. Risk is classified as low
- e. The likelihood is 3

Answer. E

Health Administration

lecture7

6.If risk score is 6, ONE is False?

Select one:

- a. Likelihood is Possible and Impact is Minor
- b. Likelihood is Unlikely and Impact is Moderate
- c. Likelihood is Possible and impact is moderate
- d. The risk is medium in all cases
- e. The risk is in yellow colour in all cases

answer. C

7.For risk management, the solution of Risk transfer means that?

- a. You will not do any further action to treat the risk apart from monitoring
- b. You will contact an insurance company
- c. You will try to reduce the likelihood or consequence of the risk to an acceptable level
- d. The risk is transferred from being high probability to low probability
- e. The cost of the solution is less than its benefit

answer. B

8.In Hospital X, error in lab results are likely to occur once in five years and the impact of this error is moderate, ONE of the following is TRUE regarding risk assessment?

- a. The risk score is 2
- b. The risk is in the yellow zone in risk matrix
- c. Strict limitations must be initiated
- d. Risk is classified as low
- e. The likelihood is 50th

answer. D

9.the treat risk used when the cost of risk management outweighs the benefit :

Risk Retentionp

10.the following are right about quantitative risk assessment except select one:

- a. a numerical estimate
- b. high accuracy
- c. easy to assess
- d. usually done in large organisations
- e. objective measure

answer. C

Health Administration

lecture7

11. Hazard is :

- A. potential source of harm
- B. A condition or situation that has the potential to cause harm or adverse effects.
- C. An unavoidable outcome of a process.
- D. A planned intervention to reduce risk

answer. A

12. equipment failures, staffing shortages ,scheduling errors is?

- A) Clinical Risks
- B) Financial Risks
- C) Legal and Regulatory Risks
- D) Operational Risks
- E) none of above

answer. D

13. The cost of the risk management outweighs the benefit?

- A) Risk retention
- B) residual risk
- C) risk after apply control measure
- D) shifting to insurance company
- E) risk before control measure

answer. A

14. Infection in hospital likelihood occurs several times yearly and the impact is major, what statement is true ?

- A)the likelihood 95%
- B) need moderate limitation
- C) at the red colour in risk matrix
- D) accept it

Answer. C not sure

15. false sentence?

- A) risk score for fire on data center equal hurricane
- B) highest likelihood is employee forget to log off
- C) lowest risk score forget log off
- D) all are true

answer. C

Health Administration **lecture7**

16. Hospital z, patient developing an infection due to improper sterilization procedures, the likelihood

is several times a year and the the impact is major. Which of the following is true

A. This is a low-risk event with minimal consequences.

B. the likelihood is 95%

answer. D

C. This is an acceptable risk that does not require further attention.

D. the risk in red zone in risk matrix

17. Healthcare facility experiences power outage, the likelihood of occurrence is once a year and the

impact is major. What is the risk score and appropriate risk management strategy?

A. score is 12, and implement moderate risk prevention

B. the score is 5 and implement moderate risk prevention

C. score is 12 and implement high risk prevention

D. score is 12 and implement low risk prevention

Answer. A

E. We can't measure the score



Health Administration

Archive

Lecture 8

ethics and law

Health Administration **lecture7**

1.Regarding Beneficence. one is False? Select one:

- a. Good acts
- b. Definition differ from one person to another
- c. In the patients' best interest all the time
- d. Minimizing harm
- e. No harm with least benefit

Answer . D

2.Elements of a Contract includes the following. EXCEPT?

- a. Agreement
- b. Photos
- c. consideration
- d. Contractual Capacity
- e. Legal Subject Matter

answer. B

3. A healthcare instructor is teaching medical students about principles of ethics in health care, and she tells them that the utmost important principle to observe while taking care of patient is doing no harm! The principle of Ethics she described here is?

Select one:

- a. Beneficence
- b. Justice
- c. Non-maleficence
- d. Respect for autonomy
- e. Veracity

answer . C

4.You are a hospital administrator in hospital X. a patient with an end stage cancer is admitted and his clinical condition is worsening each day. His family discuss With you that they need to take him back home because they think there is nothing more to do for him and they cannot cover the high financial costs to keep him in hospital. You tell them that continuing the patients treatment and protecting his right to survival could only happen with the patient remaining in hospital care. ONE of the following is TRUE?

Select one

Health Administration **lecture7**

- a. Your decision is motivated by values of rightness and wrongness.
- b. Your decision can vary depending on the situation
- c. You decided based on the greatest amount of good for the greatest number of people involved in a situation
- d. You followed the principle of "The end justifies the means"
- e. The patient's family share the same values with you

Answer. A

5. When a patient is practicing his right to refuse treatment, this is?

Select one:

- a. Harmful
- b. Self-governance
- c. Again autonomy
- d. Fidelity
- e. Non-maleficence

answer. C

6. A patient got into an argument with the doctor treating him in front of everyone in the emergency room. the patient threatened to bodily harm the doctor if he does not do what he wants. This is?

Select one:

- a. Assault
- b. Battery and assault
- c. Invasion of privacy
- d. Battery
- e. Battery and defamation of character

Answer. A

7. One of the following is TRUE about ethics? Select one

- a. Ethics can be either civil or criminal
- b. Ethics include a system of rights and obligations
- c. Ethics can be affected by a person's culture
- d. Government are responsible for formation of the individual's ethical values
- e. Making ethical decisions is a clear process in health organizations

answer. C

Health Administration **lecture7**

8. When a nurse who is responsible for taking temperature for her patient every four hours fails to do that as

requested, this would be a case of? Select one

- a. Misfeasance
- b. malfeasance
- c. Nonfeasance
- d. delayed treatment
- e. Abandonment

answer. C

9. The following are true about Laws. EXCEPT?

- a. Felonies and Misdemeanors are related to public laws
- b. Practicing medicine without a license is a felony
- c. Misdemeanors carry a punishment of fines or imprisonment in jail for up to 20 years
- d. Civil laws are concerned with relationships between individuals and the protection of a person's rights
- e. Healthcare employees are most frequently involved in cases of civil law

answer. C

10. true about contracts

- A) expressed contract stated clearly, implied state by action
- B) expressed contract stated action, implied state by clearly
- C) expressed contract stated written, implied state verbal
- D) expressed contract stated verbal, implied state by written

answer. A

10. meaning of Non-maleficence in health care ?

- A) ensure the procedure not harm the patient
- B) giving treatment not benefit the patient
- C) health worker play with patient records
- D) nurse give the wrong dose
- E) health equipment distributed fairly

answer. A

12. Veracity means:

- A. The duty to maintain patient confidentiality.
- B. The commitment to provide honest and truthful information to patients.
- C. The obligation to avoid causing harm to patients.
- D. The responsibility to ensure patient autonomy in decision-making

Answer . B

Health Administration

lecture7

13. Fidelity means :

- A. The obligation to avoid causing harm to patients.
- B. The duty to maintain patient confidentiality.
- C. The commitment to provide honest and truthful information to patients.
- D. The duty to be loyal and keep promises made to patients

answer . D

14. means

Tell the truth

- A. fidelity
- B. beneficence
- C. justice
- D. veracity

answer . D

15. One of the following is example of nonfeasance :

- A. A nurse administering the wrong medication to a patient.
- B. A doctor failing to diagnose a patient correctly.
- C. nurse failing to monitor patient's vital signs
- D. A surgeon performing a surgery incorrectly.
- E. None of above is the

16. Ahmad is having a medical condition. He heard his neighbour who is a doctor giving advice at a social gathering. He followed that advice and his condition became worse. He decided to make a malpractice suit against that doctor.

Which of the following is TRUE?

Select one

- a. A physician-patient relationship existed
- b. The damages were a direct cause of a physician's breach of duty
- c. This is a Negligence case
- d. Ahmed fails to prove Duty
- e. Ahmad can prove Battery

answer. D

Health Administration **lecture7**

17. pharmacist sells the patient a medication and writes an incorrect dosage on the box without realizing that it would

harm the patient, this would be a case of?

- a. Misfeasance
- b. Malfeasance
- c. Nonfeasance
- d. Delayed treatment
- e. Fraud

answer . A

doctor disclosure private information about his patient

- A) Invasion of privacy
- B) Defamation of Character
- C) battery
- D) fraud
- E) False imprisonment

Answer. A



Health Administration

Archive

Lecture 9

Quality of
healthcare

Health Administration **lecture 9**

1) Concerned with checking and reviewing work that has been done?

Select one:

- a. Quality control
- b. Quality assurance
- c. Quality improvement
- d. Total quality management
- e. Continuous quality improvement

Answer: a.

2) Which type or quality measures examines the characteristics or the setting in which care takes place?

- a. Structure
- b. Process
- c. Outcome
- d. Patients' experience
- e. Structure and process

Answer: a.

3) of the domains of Quality Healthcare: delivering health care in a manner which maximizes resource use and avoids waste? Select one:

- a. Patient centered care
- b. Equitable
- c. Effective
- d. Efficient
- e. Accessible

Answer: d

4) On applying the scientific approach (PDSA cycle) to quality, "act" involves? Select one:

- a. Change and collect data on the result
- b. Examine whether changes are working and are justified and any delays present.
- c. incorporate the new methods.
- d. Implement the experiment
- e. Identify all customers and all personnel involved in the service

Answer: c

Health Administration **lecture 9**

5)Of the domains of Quality Health care: delivering health care which takes into account the preferences and aspirations of Individual service users?Select one:

- a. Patient centered care
- b. Equitable
- c. Effective
- d. Efficient
- e. Accessible

Answer: a

6)Patient centered care means all of the following, EXCEPT?

Select one:

- a.The patient is not the problem
- b.Achieving the smallest possible treatment burden on the patients' lives
- c.Moving from 'What's the matter to 'What matters to you
- d.Patient goal setting
- e.Focus on understanding the disease a patient is suffering from

Answer:e

7)Perceptive quality? Select one:

- a. Is the aspect of care which is perceived/judged by the recipient of care
- b. The aspect of care which can be judged by the provider through comparative measures between the actual performance versus the standard one
- c. Can be defined objectively as compliance with, or adherence to standards
- d. Is the aspect of care which can be judged by the experienced practitioners.
- e. Quality perceived by the patient is generally based on the degree of care expressed by the physical environment.

Answer:a

8)Which type of quality measures examines the ownership of the health center in which care takes place? Select one:

- a. Structure
- b. Process
- c. Outcome
- d. Patients' experience
- e. Structure and process

Answer: a

Health Administration **lecture9**

9) Quality means all the following, EXCEPT? Select one:

- a. Fitness for purpose
- b. Meeting and exceeding the customer's needs and expectations and then continuing to improve
- c. Spending money to get better service quality
- d. It is both objective and subjective in nature
- e. A balance between standards and performance

Answer: c

10) One is true about Statistics to evaluate Quality? Select one:

- a. Longer period (of days) between interventions indicate greater quality of care to give each intervention more time
- b. High Readmission rates indicate greater quality of care
- c. Readmission rates less than past year records rates indicate improved quality of care
- d. Increased rate of prescriptions in a health facility indicates improvement in quality of care
- e. An increase in readmission rate for the same condition to same facility for additional treatment indicates improvement in quality of care in that facility

Answer: c

11) In some countries, 74% of patients have to wait between 60-120 minutes to be seen by a doctor. This related to what component of healthcare quality?

Select one:

- a. Timeliness of care
- b. Efficiency of the hospital
- c. Equity between countries
- d. Integrate the the full range of health services
- e. percentage (%) of goals achieved

Answer: a

Health Administration

lecture9

12)PDSA means? Select one:

- a. Plan, devise, study, acquire
- b. Plan. do, study, act
- c. Prepare, develop, study, act
- d. Participate, do, simplify, assume
- e. Plan, demonstrate, start, assure

Answer:b

13)ALL the following are true about PDSA model, EXCEPT? Select one:

- a. Presents systematic series of steps that shows improvement of a product, service, or process
- b. Provides a framework for developing, testing and implementing changes leading to improvement
- c. Shows that all change will result in an improvement
- d. Three questions must be answered before testing an improvement concept
- e. One of the most widely used models for improvement

Answer:c

14)Regarding aspects of quality care. EXCEPT? Select one

- a. Measurable quality can be Judged by the provider
- b. Measurable quality reflects adherence to practice parameters or protocols
- c. Appreciative quality reflects judgment based on standards and personal experience
- d. In perceptive quality, physical environment and technical competence always lead to patient satisfaction
- e. Accreditation bodies are examples of appreciative quality

Answer:d

15)true about readmission & admission :

- a.more readmission means increase in quality of care
- b. more readmission means you give appropriate treatment in first time
- c.more patients come again to you means your care is very effective
- d. reduce readmission means more quality of care

Answer:d

Health Administration **lecture9**

16) minimum disruptive medicine means:

- a. Providing the most expensive treatment available to ensure the best care.
- b. Designing care to minimize the burden on patients' lives while maximizing incomes.
- c. Avoiding medical treatment whenever possible to save costs.
- d. Using the latest technology to diagnose and treat all conditions.
- e. patients needs with minimum treatment burden

Answer : e

17) both male and female from different ethnicity should be treated equally and not vary in care quality :

- a. Equity
- b. Equality
- c. Cultural Competence
- d. Non-discrimination

Answer: a

18) asking the nurse for her experienced of care what type of aspect of quality care?

appreciative quality

19) the your doctor contact the specialists for your conditions to coordinate all your need ?

Integrated

20) On applying the scientific approach (PDSA cycle) to quality. "plan" involves? Select one:

- a. Change and collect data on the result
- b. Examine whether changes are working and are justified. and any delays present
- c. Incorporate the new methods.
- d. Implement the experiment
- e. Identify all customers, and all personnel involved in the service

Answer: e

Health Administration **lecture9**

21) In some country, 35% of patients get corrected diagnosis, reflect the problem in which components of quality healthcare:

- a. Safety
- b. Effectiveness
- c. Patient-centeredness
- d. Efficiency
- e. nonefficiency

Answer: b

22) Simultaneous PSDA cycle is preferred to sequential, when:

- a. when change involve a single department
- b. When multiple connected processes need to be improved at the same time
- c. when changes are simple

Answer: b

23) PROCESS measuring for quality :

- a. what providers gives services to patients
- b. Evaluating the outcomes and results of healthcare interventions.
- c. Assessing the physical facilities and equipment used in healthcare.
- d. Measuring patient satisfaction and experience with healthcare services.

Answer: a

Health Administration

Archive

Lecture 10

Health policies and
procedures

Health Administration **lecture10**

1) One match is correct? Select one:

- a. Procedure -Broad terms
- b. Policy-How
- c. Policy-Changes frequently
- d. Policy-Process
- e. Procedure-Details

Answer: e

2) Policy and Procedures writing include the following. EXCEPT? Select one:

- a. Definitions of all terms used within the policy
- b. The policy title/number should be repeated in the header of each page
- c. Well written policies include the terms. Highest, safest, best
- d. Responsibility for carrying out each action step should not be implied Separate policies on the same subject can be combined in one policy

Answer: c.

3) Your organization uses a document containing blood-testing recommendations for patients who are taking anticoagulants. This document is an example of?

- a. protocol
- b. Procedure
- c. Policy
- d. Guidelines
- e. Memo

Answer: d

4) Formalized, written policies and procedures fulfill the following purposes. EXCEPT?

- a. Less variation in practice across the health system
- b. More adherence to professional practice
- c. More understanding of roles and responsibilities
- d. More reliance on good memory
- e. More adherence to accreditation requirements

Answer: d

Health Administration **lecture10**

5) One of the following is considered Philosophical policies and procedures?

- a. Positive relations with people both inside and outside the organization
- b. Strict code of privacy
- c. Improve the staff's skill
- d. What the staff should wear
- e. Security policies

Answer:a

6) Choose the correct answer about a Memo?

- a. Should be long and detailed
- b. For legal use
- c. For external use
- d. Used to give authority to someone to perform a task
- e. Typically contains From, To, Date, subject at the bottom at the memo

Answer:d

7) Your hospital uses a document containing Diabetes adult evaluation recommended actions based on the latest evidence, this document is an example of?

- a. Protocol
- b. Procedure
- c. Policy
- d. Guidelines
- e. Memo

Answer:d

8) Before You Begin Writing Policies, You should do the following, EXCEPT?

- a. Establish a format
- b. Ignore the already used policies
- c. You need to assign group of people to do it
- d. Review accreditation standards
- e. Clearly define the problem

Answer:b

Health Administration **lecture10**

9) Security policies of doctors :

- a. Administrative
- b. Philosophical
- c. HR
- d. information management

Answer:a

10) you have separate policies on the same subject, what is the right thing to do?

- a. keep it separate as it
- b. combine them into one policy

Answer:b

Look at attached figure of this document and Choose the correct answer?

To: PHCS Employees
From: Human Resources Department
Date: August 2011
Re: Volume 5 Human Resources Policy Changes and Additions.

Amendments have been made to the Volume 4 - Human Resources Policies and Procedures to reflect current Preferred Health Care Services practices and legislative regulation changes, which are effective immediately.

In addition we have implemented new policies that have been added to the Volume 5 Policies and Procedure Manual.

You will find a summary document which highlights all of the changes to current policies and a brief summary of the new policies implemented. Please familiarize yourself with the changes and the additions by reading the summary document, the entirety of the new policies which you can access by contacting Christina Rizek, Recruitment & Employee Relations Analyst. If a specific policy is not included on the summary document then it did not require any major changes.

If you have any inquires or concerns, please direct them to your Manager or designate.

Thank you

Human Resources

Select one:

- a. Describes long and detailed procedure
- b. Describes values, philosophy of the organization
- c. Used to assign responsibilities to someone to perform a task
- d. For communication with outside the organization
- e. Should be directed to headquarters accounting and finance department

answer: c