



TheCaseSolutions.com

Number 1 in case studies solutions

ALB Medical Centre

Introduction

The AUB Medical Centre case gives great insight into the problems that this institution has in the context of healthcare in Lebanon. This response post addresses the following RM assessment criteria Given that the centre is a key affiliated health facility of the American University of Beirut, the centre has to face a number of operational, financial and strategic challenges that would allow it to sustain its renowned standards of patient care.

Background

Aub is a fully equipped medical centre which was founded in 1902 and has a reputation of a quality medical institution. Yet, over the last few years, it has experienced a threat from both public and private healthcare players in the region.

Key Challenges

Certain issues are clearly defined in the case, namely, the problems of finance, staff, and technology in the organisation. That is, the centre has recently recorded declining revenues from sales resultant from increased operations cost and competition.

Conclusion

The case solution of the AUB Medical Centre emphasizes the significance of strategic management and its variability in healthcare industry. With the help of the mentioned strategies, the centre can increase its productive capacity and remain one of the leaders in the Lebanon's healthcare sector and provide patients with the highest quality of the provided services.

Resource

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.