

## Book Review: Alexandru Vlad Ciurea, Horia Pleș, Eugen Avram: Management in the private health system

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## Book Review

# **Management in the private health system [Managementul în sistemul de sănătate privat] (by: Al. V. Ciurea, H. Pleș, E. Avram – Coord., Bucharest: ProUniversitaria Publishing, 2014)**

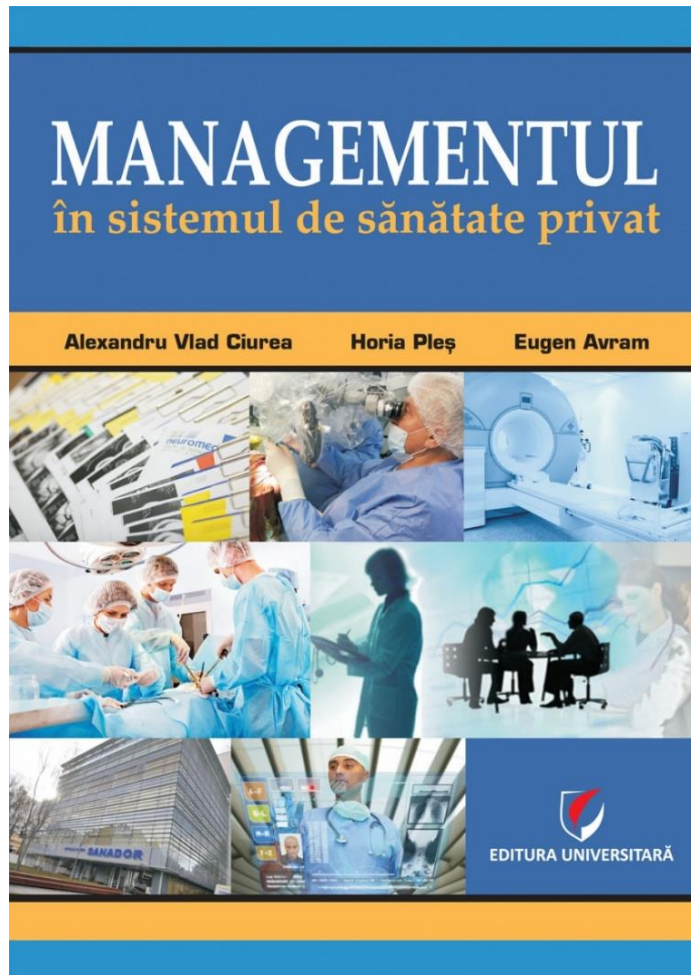
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In recent years, in Romania, the network of private entities providing hospital services has developed relatively well, differing from what we find in the public healthcare system. The authors of the work we are referring to here (Management in the private health system [Managementul în



sistemul de sănătate privat], by: Alexandru V. Ciurea, Horia Pleș, Eugen Avram – Coord., Bucharest: ProUniversitaria Publishing, 2014, ISBN:978-606-28-0019-2) tells us that "In the context of the deterioration of the public healthcare system, doctors and other categories of personnel within the system could no longer practice in the country, being compelled by circumstances to offer their services elsewhere. Against the backdrop of this constant degradation, marked by both insidious and surprising moments, the necessity to seek optimal solutions emerged, ensuring that the population could benefit from healthcare services. Attempting to compensate for the shortcomings of the state healthcare system, initially smaller private facilities emerged timidly, followed by the development of specialized clinics (dental medicine, obstetrics, ophthalmology, ENT, plastic surgery, etc.), and subsequently, clinics and hospitals began to flourish." [1]. It is evident that even the management of the private healthcare

system is different from that specific to the public healthcare network owned by the state. Although the activities within these two systems are similar, it must be noted that in terms of management – administrative, financial, procurement, communication, public image, etc. – several specificities come into play. The discussed work, authored by esteemed researchers with numerous similar

publications [2-6], encompasses multiple elements of applied healthcare management in accordance with modern principles of medical practice. The book, in fact, is a „synthesis of essays loaded with the realism and clinical experience of the authors; it is not a compilation of ideas taken from various treatises.” [1].

The content of the work is structured into three parts, comprising discussions that address aspects and phenomena existing within the healthcare system, as follows: *Part I - Specific Analyses at the Level of Private Healthcare Units*: (i) Development of the private healthcare system; (ii) Crisis in the healthcare system; (iii) Advancement of the medical career in the private healthcare system; (iv) Motivation and performance in private medicine. *Part II - Approaching the interaction and doctor-patient/doctor-client relationship in private healthcare services*: (i) Patient satisfaction in private healthcare facilities; (ii) Communication with the patient; (iii) Support relationships in modern healthcare services; (iv) Bio-psycho-social approach to the patient in the clinic; (v) Education for spinal health; (vi) Current concerns in the field of cerebral neurosurgery; (vii) Management of prevention of complications and medical errors. *Part III - Management and leadership within the structures of units, clinics, sections, and offices*: (i) Leadership in healthcare: managers and leaders; (ii) Team development in private healthcare centers; (iii) Moral dilemmas of managers; (iv) Ethical leadership in healthcare; (v) Collegial relationship culture in healthcare services; (vi) Health and safety management in the workplace.

In a context where the notion of „public healthcare reform”, instead of instilling hope, has come to be considered a threat, as often „a new reform meant a new wave of instability with often dramatic consequences for practitioners but especially for patients” [1], hopes are now pinned on the private healthcare system.

Therefore, the authors of the book have focused their research in this direction, and it would be highly beneficial for the ideas presented here to be at least partially implemented in healthcare services. Such a situation would represent a certain guarantee for the modernization of the healthcare system in Romania.

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