

MANAGERIAL PROBLEM SOLVING

Executive Summary

The following report is based on managerial issues of the City Fertility Center, which is an IVF lab with several labs nationally in Australia. The issues are regarding IVF support as well as communication gap within the organisation. The following report looks at the identification of the problem as well as searching for possible solutions and implementable plans that the respective organisation can implement, which is supported by theoretical aspects. The problem statement of the study is to analyse the present contextual issues of the City Fertility Center followed by recommendations to improve business productivity and patient care.

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Introduction

Managerial problems are common in any organisation having different hierarchies as well as leading heads. It is not only a matter of communication gap, but there are some other gaps that miscommunication and managerial issues are faced among different heads. The respective case has reflected a miscommunication between the finance and the marketing manager. City Fertility Center is operating in a highly competitive market in Australia as there are countless firms operating in the same base. Therefore, there is a possibility that based on outcomes or operations, managerial heads may engage in conflicts. The problem statement of the study reflects the same issue where the finance manager had doubts on the operations of the marketing manager. However, it is not enough to determine operational gaps based on outcomes and decline in patient interactions due to lack of efficient strategies to attract a large number of patients. (Hoejmose&Adrien-Kirby, 2010).

Identification of problem

The problem in the referred case has been identified as a communication gap between the finance and the marketing manager. Having a lower profit margin in the last financial report, the finance manager has claimed that the marketing strategy of the business is not up to the mark. The market manager justified that all of the regulated marketing efforts were maintained at regular terms, therefore, it was very evident that without having marketing gaps, there must be some other reasons that the extensive range of patients were not getting into the City Fertility Center clinics. One of the gaps was identified as marginal patient treatment (Nyberg, 2011). The respective organisation tends to provide support to only those patients who register with the City Fertility Center due to which the productivity of the business seems to be marginal. The major problems in the respective context are as follow:

- Communication gap between different managerial heads.
- Inefficient operational strategies including treatment of restricted patients.
- Marginal marketing strategies to tackle competitors budget clinics.
- Higher expenditure of IVF support that is not affordable by individuals

Location and implication

The location of the case is Brisbane, Australia and along with City Fertility center there are some leading business points those are operating in the same field along with similar services. Practically, it is the height of different as well as flexibility of services that such locations get popular regarding IVF. The entire IVF care center in Australia tends to provide complete support in order to manage optimum number of patients. However, leading competitors of City Fertility center like Queensland Fertility Group have innovating marketing strategy, which is evident in the respective locations through its full service and it's budget clinics and the implication of IVF strategies and efforts have found their own value and popularity in the referred context.

Management of problem

Before searching for a solution, it is important for the respective firm to specify it. Practically, having lesser customer interaction, the City Fertility Center may recheck the interactions of its patients. If all of the patients coming to the door are not favored there is a possibility of negative aspect in the market. On the other hand, it is not effective or valid to blame other managerial heads regarding lower profit margin as there are some other possibilities. The initial problem statement may place the query if it is business supportive or ethical to treat only registered patient or it will be better to manage all of the patients coming to the door. Rest of the IVF centers are following the same and this contrast has made negative impact on City Fertility Center's marginal patient interactions. At a glance, non registered patients are working a negative marketing tool that is also lowering the reputation and brand loyalty of City Fertility Center. There is no doubt that such issues are on managerial decisions as well as operational strategy. It is possible that respective organisation does not have enough resources to manage extensive patients in emergency term, but in order to beat competitors, it is important in the context of Australian IVF support.

Possible solution

There are major issues identified in the respective case in terms of IVF care including the competitive force that the City Fertility Center is facing. The major issue that needs to be resolved is caring of all of the patients in the door. The impact is getting effective both on revenue as well as marketing activities (Garrison, 2010). Practically, if a respective patient is not getting the professional support after getting into a health care unit, there will be negative aspects. It is not possible for the emergency patients to get registered instantly. Therefore, the solutions of this problem are to manage all of the patients.

Secondly, regarding operations there should be engagement of nursing professionals as well as specialist. If a better collaboration can be made between the two managerial sections i.e. lead management and nursing care professionals, budget clinics may operate in a better way along with patient's satisfactions. It is important to manage all of these practices while beating the competitors (Chiang & Hung, 2010).

Another managerial issue is unavailability of leading professionals to run specialist or management teams. It seems harder as well as ineffective for the nurses to manage operational expertise. Following the same, the service standard is getting harmed. In this concern, a better solution to City Fertility Center will be handing over responsibilities to lead management in replacement of nurses.

Finally, it comes for the expenses. Due to marginal patient availability, City Fertility Center has raised the budget of IVF and following the same distant budget clinics are getting same instruction. If a smaller budget clinic is claiming for higher expenses without having multinational activities, there will be lesser attentions of patients and individuals top get entry. Therefore, nit will be better to frame a new expenditure model or budget of IVF care that City Fertility Center gets more attention from clients (Garrison, 2010).

From the comparative analysis, it is very evident that there are certain disparities among services or costs with the competitors like Monash IVF and My IVF. In that concern, it is important to make further strategies. For example, an individual has to manage an appointment while having an emergency or regular visit, on the other hand, rest of the competitors have to wait for a longer time. It means customer attention seems to be lower in Queensland Fertility Group. On the other

hand, cost variance is an important factor that profit margin is going down along with customer base. Cost of medication for Queensland Fertility Group is 200 AUD fixed whereas Monash IVF and My IVF maintains a minimum range. All these aspects are highly considerable in terms of customers.

In terms of discount, there are some additional supports provided by the competitors like regular communication regarding pre estimated quote as well as requirements of additional support. Therefore, it is important that customers are seeking such advantages from Queensland Fertility center also. Not having the same, there is a possibility to get outsourcing of patients. Another important aspect in comparison to competitors is that most of the information are provided verbally whereas competitors tend to provide written information.

Solutions for implementation plan

There are four major issues identified in the respective case for which solutions are proposed. In order to manage solutions, it is important to make implementation plans. However, implementation plans are dependent on resources. Practically, in this context, implementations of solutions are both i.e. internal as well as external. In order to manage implementation of communication, the respective management should manage regular communication efforts. Such efforts may follow regular meetings with stakeholder groups as well as managerial heads. It will bring effective communication along sharing of information. In this concern, managerial heads can share issues as well as possibilities of success measures can be better evaluated.

Another valued implementation plan includes better managerial operations in the budget clinics. Practically, most of the competitors of City Fertility Center are getting the success measures by managing the same i.e. efficient patient support as well as better communication among professional heads within the organizations. If nursing professionals get engage in the operational planning, there will be lesser opportunity to provide optimum care to the patients. Therefore, the best implementation plan of this solution will be engaging more specialist managerial heads who can easily make flexible operations. Besides that, such specialists can understand requirements of nursing and IVF support. Practically, it is important to understand requirements as well as issues of service users to improve the situations (Clegg& Grey, 2011).

Another budget concern of distant clinics should marginalized cost of IVF support. Some of the middle class service users cannot afford much expenditure. In that concern budget concerns should include the specifications of actual requirements. If there will be additional operations or expenditure those are not productive, overall expenditure will increase. Following the same strategy, it will be easier to make solutions.

Besides that, budget clinics should implement promotional activities on availability of eggs and other resources. If individuals get information regarding greater resources there will be assured solutions of IVF care. Having the same information in the market will attract extensive number of patients. Practically, an IVM care should manage all of these resources.

Theoretical aspects and rationale behind solution

Such solutions as well as implementations plans are supported by valid theoretical aspects. Practically, it is not valued to make strategies based on practical implementations, but having the support of theoretical aspects, future implementations can be assured. On the other hand, most of communication channels are supported by such theories and frameworks. The major concerns in the respective case include communication gaps and as per social cognitive theory, it is important to establish the base of understanding among different heads. It may be matter of professional place or a regular communication, there should be such understanding among different heads (Clegg, Dany& Grey, 2011).

Social cognitive theory: Social cognitive theory directs of understanding social perceptions as well as requirements of communication. Following the same, implementation efforts of the strategies will be easier to face. On the other hand, the respective organization has already faced some negative concerns regarding budget as well as availability of resources. Therefore, this theoretical aspects support such implementable strategies on communication as well as service user interactions.

Root cause analysis: The reference of root cause analysis has been referred in this case due to communication lack in operations along with external stakeholder groups. If nursing professionals as well as leading management specialists cannot make regular communication along with sharing of issues, there will be operational constraints. Practically, City Fertility Center should include departmental communications as well as other concerns of managerial solutions that all of these issues can be overcome. On the other hand, root cause analysis will also explore requirements of service users and it will be possible to manage implementations in an effective way (Del Giudice&Maggioni, 2010).

Recommendation

It is recommended that all of the implementable plans should be monitored before starting for implementation. On the other hand, the respective organization has faced different issues. It is practical that all of the issues cannot be resolved in a mannered or instant term. Therefore, it will be better to follow a algorithmic way. On the other hand, all of the implementations can be related with each other. For example, if operational expertise can be implemented in earlier

stage, the implementation of communication strategies will be effective. Initially, communication expertise within the organization may avoid blaming each other's and the sharing of information between finance and marketing manager will get improvement. The availability of resources will encourage most of the patients seeking for an IVM support.

Conclusion

Therefore, it can be said that managerial issues have varied sources and following the same some other constraints can be faced by an IVM care. City Fertility Center is not only forced by the competitors, but at the same time there are operational issues as well as communication gaps. Practically, if it is not possible to track the source of issues, proper implementable plans cannot be followed. In the respective case, the finance manager has blamed the, marketing manager not to follow proper marketing efforts, but there are some other reasons that the respective firm has faced issues on productivity. If all of the patients are not considered in an equal manner, there will be a negative impression in the market and in a highly competitive market like Australia, such strategies should be revised.

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