



BON SECOURS COLLEGE FOR WOMEN

Nationally Accredited with ‘A’ Grade by NAAC

UGC Recognised 2(f) and 12(B) Institution

VILAR BYPASS, THANJAVUR-613 006,

**DEPARTMENT OF HOSPITAL
ADMINISTRATION**

Ph.D AREA SPECIALIZATION



S.NO	Ph.D –AREAS	TITLE OF THE RESEARCH
1.	<p>HOSPITAL MANAGEMENT SYSTEM</p> <p>Hospital Management System is quality control on the products, services of the hospital, improves the management visibility of hospital, all information, and data regarding the patient. It has different areas.</p>	<ol style="list-style-type: none"> 1. Hospital Management & Hospital Information Systems – Changing Trends. 2. Future Prospects of Health Management Systems Using Cellular Phones 3. Hospital Management and Control System. 4. An Integrated Hospital Management System to Improve Information Exchange.
2.	<p>HEALTH AND NUTRITION</p> <p>Healthy diet throughout life promotes healthy pregnancy outcomes, supports normal growth, development and ageing, helps to maintain a healthy body weight, and reduces the risk of chronic disease leading to overall health and well-being.</p>	<ol style="list-style-type: none"> 1. Nutrition During Pregnancy, Lactation And Early Childhood And Its Implications For Maternal. 2. A New Strategic Approach To Successful Aging And Healthy Aging. 3. A New Strategic Approach To Successful Aging And Healthy Aging. 4. Reproductive Health And Mental Health. 5. Physical Education Makes You Fit And

		Healthy'. Physical Education's Contribution To Young People's Physical Activity Levels.
3.	<p>Primary Health Care and Public Health</p> <p>Primary care is perceived by some critics as distinct from 'public health', and primarily concerned with the clinical care of individuals. In contrast, it is suggested that one of the defining characteristics of primary healthcare is that it entails both individual patient care and public health.</p>	<ol style="list-style-type: none"> 1. Primary Health Care and Public Health: Foundations of Universal Health Systems. 2. Primary Health Care: Comparing Public Health Nursing Models. 3. Primary Care and Public Health Perspectives on Integration at the Local Level. 4. Primary Care and Public Health: Exploring Integration to improve Population Health.
4.	<p>Marketing strategies in healthcare systems.</p> <p>Healthcare marketing strategy is an inbound marketing process where we bring forth all the resources that could bear against various opportunities and threats of a highly competitive healthcare business.</p>	<ol style="list-style-type: none"> 1. Impact of marketing strategies in healthcare systems. 2. Healthcare Marketing Strategy: A Guide for Getting More Patients. 3. Changing hospitals' marketing strategies. 4. Use consistent healthcare branding. 5. Evaluate the online patient experience. 6. Build a responsive healthcare website.
5.	<p>Health Insurance on Health Care</p>	<ol style="list-style-type: none"> 1. The impact of public health insurance on health care Utilization, financial protection and health status in low- and middle-income countries.

	<p>Health insurance is a type of insurance that covers medical expenses that arise due to an illness. These expenses could be related to hospitalisation costs, cost of medicines or doctor consultation fees.</p>	<ol style="list-style-type: none"> 2. A Study on Health Insurance in India 3. The Impact of Health Insurance Status on Treatment Intensity and Health Outcomes. 4. Impact of Health Insurance on Health Care Treatment and Cost in Vietnam: A Health Capability Approach to Financial Protection.
<p>6</p>	<p>Patient Satisfaction</p> <p>Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care.</p>	<ol style="list-style-type: none"> 1. Patient Satisfaction Survey as a Tool Towards Quality Improvement. 2. Patient Satisfaction In Healthcare Delivery – A Review Of Current Approaches And Methods. 3. Influences on patient satisfaction in healthcare centers: A semi-quantitative study.
<p>7</p>	<p>Health care management</p> <p>Health administration, healthcare administration, healthcare management or hospital management is the field relating to leadership, management, and</p>	<ol style="list-style-type: none"> 1. Ward Management. 2. Hospital Management & Hospital Information Systems – Changing Trends. 3. Hospital Management: Challenges and Strategies. 4. High Performance in Hospital Management.

	administration of public health systems, health care systems, hospitals, and hospital networks in all the primary, secondary, and tertiary sectors.	
8	<p>Quality Management in Health Care</p> <p>Quality in healthcare means providing the care the patient needs when the patient needs it, in an affordable, safe, effective manner. Quality healthcare also means engaging and involving the patient, so the patient takes ownership in preventive care and in the treatment of diagnosed conditions.</p>	<ol style="list-style-type: none">1. The Impact of Applying Quality Management Practices on Patient2. A comparative study of total quality management on health care system in India.3. Quality Management for Health Care Delivery.