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THE MEDICAL LEADERSHIP BETWEEN DEFENSIVE MEDICINE AND CASE MANAGER

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1. Brasov, Romania

Abstract

Introduction. The speed with which the economic, social and medical life of our time unfolds, as well as the new requirements related to performance in any field of activity, determine the companies to adapt their leadership on the fly, so that even companies can get new customers and new markets for products and services. From this point of view, the medical field, whether state or private, is no exception. Whether it is the pharma industry, hospitals and clinics or medical offices, it is ideal to ensure a good health of patients and a constant and increasing financial profit. What is the role of leadership in this approach? What are the basic qualities of successful leaders? What options does the case manager offer to the patient compared to defensive medicine? What are the responsibilities of the medical leader?

Material and method. The presentation differentiates between defensive medicine and case manager, then the leader profile is made, given the difference between boss and leader. Various tools for evaluating management and the ACL leadership model are presented. In the case of medical leadership, the basic qualities of the leader and the rules of success are emphasized.

Results. The case study from Romania presents the profile of the successful leader and how he is perceived, on a sample of 639 people.

Conclusions. Medical leadership is bringing balance between defensive medicine and the case manager, despite the pandemic with Covid-19 and the challenges of today's world related to new technologies. Healthcare providers must have the vision to adapt quickly to the development and digitalization needs of modern society, so as to provide quality services, on time, at reasonable prices for the patient, which will generate confidence in all parties involved in the medical act.